

The **REPORTER** *of Direct Mail Advertising*

January 1952

EDITORIAL

This is the time of year for surveying the past and predicting the future. Magazines and newsletters are filled with prophecies. And naturally (especially in an election year) there is much pointing with pride and viewing with a-l-a-r-m. Never let it be said or rumored that *THE REPORTER* is out of step . . . so we'll devote this first editorial of the year to pointing and viewing (continued page 13)

Tell it to Kimberly-Clark

An idea exchange service for
advertisers and buyers of printing

Sell your advertising to your own company, too!

The importance of promoting your own advertising cannot be overemphasized, because every member of an advertiser's organization has a stake in his company's advertising. But to appreciate it and "tie in," they must *know* about it. It's essential to keep management people posted, as well as salesmen and distributors—if you want them on your team. Only when all of them understand the objective of your campaigns, how and why the campaigns were evolved, and are *kept* informed as to what you're saying to whom and where—will your advertising be of maximum interest to them. A 3-point program (such as the one we make available to advertisers) should be broken down as follows to accomplish these objectives: 1—a series of folders to hold proofs, schedules, and discuss the advertising in terms of its helpfulness to the man who sells. 2—a series of cover folders, pocket pieces, mailers, postcards, etc., to merchandise specific ads. 3—complete issues of magazines where company's ads appear, with cover stickers to direct V.I.P.'s to the proper page.

Edward W. Horwath,
McGraw-Hill Publishing Co.,
New York, N. Y.

Cuts catalog size—reduces postage

Did you know that using your printer's shears wisely can reduce direct mail costs? For example, we mail a large number of 72-page catalogs which were



5½" x 8½" finished size. By trimming them to 5½" x 8½", we took off enough weight to change the postage rate per catalog to the extent that the savings almost paid for the envelope! If you'd like to try it, have your printer make up several hummies in the paper weight you

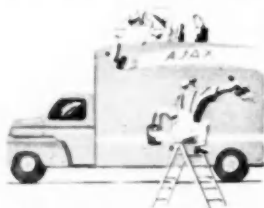


intend to use, then let the postmaster weigh them to determine the most economical size.

Paul P. Katona, General Manager,
H. E. Mason & Co., Chicago, Illinois

Stencils make truck painting easy

The posting of sales material on the trucks of distributors has plagued many



an advertiser. However, we have been using with great success a stencil of our products' trade names and characters, in four colors. The stencils are made of oil skin and give a complete color separation outline. With them, even an amateur painter can turn out a professional four color job. Since a truck can be quite effectively "dressed up" without the ex-

cessive cost of a body paint job, these stencils have great appeal among our distributors.

Murray Morgan, Advertising Dept.,
Ice Cream Nordins, New York, N. Y.

Do you have an item of interest?

Tell it to Kimberly-Clark!

Any item of interest pertaining to advertising or printing is acceptable, and becomes the property of Kimberly-Clark. For each published item, a \$50 Defense Bond will be awarded to the sender. In case of duplicate contributions, only the first received will be eligible for an award. Address Idea Exchange Panel, Room 906, Kimberly-Clark Corp., Neenah, Wis.

Remember—you add crisp freshness and sparkling new sales appeal to advertising pieces, brochures, reports, house organs—when they're done on fully-coated Kimberly-Clark printing papers. For brighter, sharper, smoother reproduction in any fine letterpress or offset printing job, always specify Kimberly-Clark.

Kimberly-Clark Corporation

NEENAH, WISCONSIN

Quality Machine-Coated Printing Papers



Hifect® Enamel Lithofect® Offset Enamel Trufect® Multifect®

Thank You, Professor...

The report reproduced here was written by Professor C. R. Anderson of the University of Illinois, Urbana, Illinois, who is editor of the fact packed monthly bulletins of the American Business Writing Association teachers of letter writing. Commendation from such a source is worth shouting about.

Henry Hoke, "How to Think About Direct Mail," The Reporter of Direct Mail Advertising, October, 1951, pp. 27-72
The ADWA Bulletin, November, 1951, page 18
 A SHORT COURSE IN SALES WRITING

Hoke subtitles his article, "an outline for a short course in Direct Mail Advertising." It ought to be required reading for all business writing teachers and students. The "sessions" of his "course" are labeled:

1. What you should know about people.
2. What you should know about thinking and planning before you write.
3. What you should know about the construction and writing of letters.
4. What you should know about analysis and criticism of letters.
5. What you should know about questioning.

Almost all aspects of letter writing are discussed in this article; it is not limited to just sales copy. Highlights for teachers and business correspondents are the seven examples of letter styling on pp. 32-33, the criticism of "dearless" letters on pp. 65-66, the discussion of "details of routine correspondence," and advice on how to break bad habits of writing. Hoke's emphasis on writing will please ADWA members. He says:

Over the past 30 years I suppose I have heard practically every question which could possibly be asked about direct mail. Most of the questions concern the details--the nine constituent parts of a letter or a direct-mail piece. The most important questions concerning direct mail relate place. Those are the most difficult to answer. In this short outline giving you a suggested study program for direct mail, I have tried to focus on this tenth constituent -- the soul. I have tried to help you find the answers. There are many good things about this issue of The Reporter, and we just haven't the room to mention them. Get a copy and read it. The address of The Reporter is 534 Hilton Avenue, Garden City, N. Y. Hoke's article is being reprinted in booklet form and will sell for \$1.

While you are getting it, you might as well chip in another \$1 and order How to Think About Letters by Edward Ann Shaw. This is a collection of thirteen articles written for The Reporter -- articles which were so popular that they are now in booklet form to satisfy the demand for reprints. As an added attraction (as if there weren't already enough in the October Reporter to make the business writing teacher want to get a copy) there is a stimulating article on page 22 by Royce Morgan, "It's Time to Cut the Corn." Morgan's advice is, "Let's get rid of corn words and phrases in direct mail." But he admits that it is easier to say it than to do it.

Both Booklets mentioned in report 6x9 - 52 pages are now available. Single copy price is \$1. Discounts for quantity: 25% off on 25 to 250 copies, 33 1/3% off on 250 to 500, 50% off on 500 or more. Send orders to: THE REPORTER OF DIRECT MAIL, ADVERTISING, 53 HILTON AVE, GARDEN CITY, NEW YORK.



I HEREBY RESOLVE to use Cupples "Personalized" envelopes from now on. Increased returns have convinced me. We spend a lot of time and trouble on our mailings to make sure they put our message across, and we use Cupples "Personalized" envelopes—envelopes designed especially for us—as an integrated part of our whole direct mail effort. Our envelopes attract attention. They are noticed first and they are opened first. That means one thing to us here—increased returns.

The Cupples art department is first class and they make no charge for designing. Try them and convince yourself.

WASHINGTON
BOSTON
PHILADELPHIA

S. Cupples
envelope co., inc.

360 Furman Street • Brooklyn 2, New York

The Reporter of DIRECT MAIL ADVERTISING

Address all mail to
Editorial and Business Offices
53 HILTON AVE., GARDEN CITY, N. Y.
Phone Garden City 7-5508

Volume 14

Number 9

The Reporter of Direct Mail Advertising is published monthly to Henry Hoke, publisher, at So. Lancaster, Mass. Subscription price is \$6.00 a year. It entered as second class matter at Post Office at So. Lancaster, Mass., under the act of March 3, 1897. Copyright 1951, by Henry Hoke.

HENRY HOKE, Editor and Publisher

M. L. STRUTZENBERG, Circulation Mgr.

HENRY HOKE, JR., Advertising Mgr.

Short Notes	5
Editorial Pointing and Viewing by Henry Hoke	13
Direct Mail's Golden Age by John D. Yeck	16
Direct Mail Advertising in U.S. Education by Herb Buhrow	22
Why Customers Quit and How to Bring Them Back by Gordon K. Morrison	26
Dear Mr. Client by Milton L. Fitch	30
Don't Write Backwards by Howard Dana Shaw	31
How Not To Make Friends	33
A Puzzle Letter	34
One Advertising Man to Another	36

THE ONLY MAGAZINE DEVOTED EXCLUSIVELY TO DIRECT MAIL

The Reporter is independently owned and operated. But in addition to thousands of regular subscribers, all Members of the Direct Mail Advertising Association receive The Reporter as part of the Association service. A portion of their annual dues pays for the subscription.

SHORT NOTES

DEPARTMENT

◆ **REMEMBER.** You must obtain a new permit to mail third class matter in bulk quantities under the provision of Section 34.66, PL&R, for the calendar year beginning January 1, 1952. The fee is \$10 per year. Your previous permit has expired, so you must get your fee in before your first 1952 mailing. If you mail in more than one city . . . you must obtain the \$10 permit for each of your mailing points.



◆ **BONER!** Our esteemed contemporary, Printers' Ink, made some weighty observations about postal rates in the December 14 issue. This line takes the cake, or something or other: Quote. Government postals jump to 2 cents on January 1 (plus 10% quantity surcharge), but hike will mean only moderate switch to third-class since only relatively few advertisers use postals. End quote. Relatively few? The Post Office has been selling about 3½ billion postal cards per year. The Post Office estimates that 90% of those cards were used by business for advertising. Thousands upon thousands of small merchants depended on postal cards for their only economical form of advertising. Big business, too, used postal cards in enormous quantities. That is the trouble with the whole postal rate situation. Congressmen, lobbyists, pressure groups and publishers do a lot of loud talking but very few know what they are talking about. Of course, postal cards are not as glamorous as double page spreads in Life or a Milton Berle show on television. It is easy for the unobservant to get the idea that "relatively few advertisers use postal cards."



◆ **BILL RYAN** of Mail-Ad Company, 6238 Wilshire Boulevard, Los Angeles 48, California should get the credit for mailing positively the last advertising penny postal card in the United States. He arranged with Los Angeles Postmaster to cancel his 1¢ card (advertising a new art book) at midnight, December 31, Pacific Coast Time. Wire services covered the story. On the address side,

Ryan offered to redeem all outstanding (retained) "Death of a Salescard" specimens for \$10 each between January 1, 1962 and April 1, 1962. Others around country had similar ideas . . . mailing their "last cards" at midnight, December 31. Mosier Advertising Service, Elmira, N. Y.; Mail Advertising Club and Advertisers Mailing Service, both of New York; Ferd Nauheim, Washington, D. C. issued deadline "collectors items." But Bill Ryan's card was actually mailed three hours later. Significantly, coincidentally (or something) the first 2¢ postal card received by this reporter, postmarked January 2, announced the death of a member of the Printing House Craftsmen of N. Y. Philip J. Wallach Company (advertising), 220 Fifth Avenue, New York 1. N. Y. gets the gold palm for landing in the mail with first post card (exact size and stock) mailed at 1¢ bulk rate . . . thus beating the great brains in Congress who planned the ridiculous 100% increase on the Government-stamped postal card. But the Post Offices started on January 1 charging you 3¢ on all returned permit business reply cards . . . thus increasing your costs on that item by 33 1/3%. A sorry mess. A Government hell-bent for inflation, while pretending to fight it with price ceilings. See editorial on page 13.



◆ **WONDER IF THIS IS TRUE?** Columnist Jerry Kluttz, writing "The Federal Diary" for the Washington Post, reports on a lobbyist who talked too much. Seems like the lobbyist unwisely enthused too loudly before the wrong people about his pleasure over the Chavez amendment, which would have decreased the increase on third class mail. But he added that he was worried over rumors that two Senators would ask for reconsideration. The secretary of one Senator checked with both. Neither was conscious of the Chavez amendment . . . but their curiosity was aroused. One finally asked for reconsideration. The amendment was killed. Third class minimum went to 1½¢ . . . a 50% raise. Even if the story isn't entirely accurate . . . it seems to prove that postage rate fixing is a helter-skelter unscientific business.

Does Anybody HATE Gravy?

Not when it comes to gravy dollars. The more the merrier.

We think you'll agree. Will agree, too, that it's high time YOU began cashing in—by letting us pull extra profits for you out of your mailing lists.

The arrangement is simple. You register your lists with us—we rent them out to carefully selected mailers who don't compete with you. You're sure because you okay our selections.

We'll handle the addressing any way you like—it usually depends on how much of that gravy you actually want. For full information and details write or call:



D-R SPECIAL LIST BUREAU

DIVISION of DICKIE-RAYMOND

521 Fifth Avenue, New York 17
80 Broad Street, Boston 10

Member - National Council of Mailing List Brokers

for
faster
addressing



makes
2, 3 or 4 copies
with one typing

No Machines, No Stencils,
No Attachments

Use any typewriter!

Write for FREE sample

Penny Label Co.
9 Murray St.
New York 7, N. Y.
Please send me
FREE sample of
your TIME & LABOR
saving "CARBO
SNAP" addressing
labels.

Name _____
Firm _____
Address _____
City _____ Zone _____ State _____



Now!
DUPLICATING
MACHINES
DOUBLE AS
"ADDRESSING
MACHINES"
with
DUPLISTICKERS

High-speed, low-cost addressing is now possible on duplicating machines. No plates, no attachments required. **DUPLISTICKERS** are the answer. These gummed, perforated sheets contain 33 labels. Stencils or masters may be filed for future use. Ideal for house organs, monthly bulletins, all duplicate and multiple mailings. Package of 25 letter-size sheets = 825 labels - 60¢ at stationery stores. (Also special 8 1/2 x 14 sheets for fluid duplicators.)



Write for
FREE Sample
Package



Save Time!
 Cut Costs!

Eureka Specialty Printing Co.
 558 Electric Street
 Scranton 9, Pa.

DUPLISTICKERS
 are made only by **EUREKA**

MOBILE TROUBLE SHOOTERS

A UNIQUE
 SERVICE
 TO
 LETTER
 SHOPS
 AND ALL
 DIRECT
 MAILERS

Our Highly skilled
 organization will do
 YOUR morning, YOUR
 file jobs on your
 own premises.

Speedamail File
 Jobs our Specialty

Our know-how will
 beat your deadlines
 and save you money.

MU. 2-
 6770
 6771

BREWSTER
MAIL SERVICE CO.
 17 East 42 St., N. Y. C.

FOR
 REPEAT
 BUSINESS

Lists

INDUSTRIAL LIST BUREAU
 45 Astor Place, New York 3, N. Y.

Want More Sales From Your ADVERTISING?

Many concerns grow bigger with the proper advertising plan. The RIGHT advertisement, placed in the RIGHT publications, in the RIGHT size space, at the RIGHT time, will bring you greater results.

MARTIN Advertising AGENCY
 15P East 40 St., N. Y. (Ext. 1923) LE 2-4751

COLOR PRINTS 5000
 lots **3¢**
 No Plate Charges (lower prices for quan.) 20¢

Photos Black & White, 8x10's, 5¢ ea. in quantities, other sizes. Send for Free Price List R.

MOSS PHOTO SERVICE 350 W. 50, NYC 19

◆ **THE SIXTH ANNUAL EXAMINATIONS** for Advertising will be conducted by the American Association of Advertising Agencies from February 16 to 23, 1952. They are already scheduled for Baltimore, Boston, New York, Philadelphia, Chicago, Cleveland, Dayton, Detroit, Minneapolis, Pittsburgh, St. Louis, Los Angeles and San Francisco. Other cities may be announced later. These examinations are given to attract high-calibre young people to advertising. Include tests of both aptitude-temperament and practical knowledge. Application should be made to the AAAA Examination Chairman in the cities where the tests are to be taken, or through AAAA headquarters—420 Lexington Avenue, New York 17, N. Y.

◆ **MAGIC (TRICK) DEVOTEES** in the direct mail field can get some fresh ideas if they will write to Joe Berg of Berg's Magic Studio, 30 West Washington Street, Chicago 2, Illinois. Ask for latest collection of catalogs and folders. We discovered that Joe carries those laugh-getting, collapsible cocktail glasses which Luke Kaiser of Houston used at the Milwaukee Convention. Next year at Washington DMAA Convention all the direct mail tricksters should get together for an amateur-professional show. Luke Kaiser, Abe Mitchell (Chicago), Bill Wahl (Buffalo) and Mack Beresford (New York) could form the high-powered nucleus.

◆ **DON'T TRY TRICKS** and then get "caught with your pants (sincerity) down." Four or five months ago, a mail order operator in New England sent out a good form letter announcing a magnificent new line of binoculars. These binoculars were "on the water, scheduled to arrive soon from Japan." Orders placed immediately would get quick attention the minute the ship came in. An expert touch was added by enclosing a special strip, informing recipients that since processing the letter the ship had arrived, so binoculars could be delivered. The only trouble is . . . the same letter with the same tricky slip, was mailed again three months later. The stunt didn't go over so well on the second reading. Sounded phony.

◆ **EYE-CATCHING BLOTTER** is used by E. H. Clarke & Bro. Inc. (printers), 19 South Second Street, Memphis 3, Tennessee. It is die-cut in the form of and printed in the colors of the Tennessee automobile license plate, which itself is an outline of the borders of the state. Blotter carries large phone number figures instead of license number. Punch line: "Your license to expect the best in printing and office supplies."

◆ **THANKS** to Walter O. Voegelé, editor of Hotel Management, 71 Vanderbilt Ave., New York 17, N. Y. for all the publicity he gave to The Reporter in his December 1951 issue. A two page spread (pages 44 and 45) reproducing letter format styling from October Reporter . . . also praising and recommending the two "How To Think" booklets. As previously reported . . . the hotel business is getting more and more conscious of the power of direct mail.

◆ **EXPERIMENT** with the idea of using plastic plates for printing jobs . . . if you are interested in cutting costs. Fairchild Scan-A-Gravers are being installed by some engravers after years of experimentation. Costs for plastic plates are from 1/3 to 1/2 cheaper than metal. But there are limitations. For a good folder describing in detail plastic plate production and limitations, write to Basil L. Smith System, 1010 Cherry Street, Philadelphia, Pa. . . one of the first organizations in the country to manufacture both plastic and metal engravings under one roof.

◆ **WATCH** your newspapers for a sensational serial story which starts January 20th . . . syndicated by The New York Herald Tribune. Title, "I Led 3 Lives." It will also be published in expanded book form by McGraw-Hill on February 4th. The spine-tingling material was written by Herbert Philbrick . . . the man who bombarded the trial of the eleven communists before Judge Medina. Herb was a direct mail man who became a secret agent of the F.B.I. joined the communist party and used his direct mail experience to uncover the communist network. His first job was with Dickie-Raymond in Boston. Later he was production manager of the Boston Council of Social Agencies. Later still was an account executive with Holmes Direct Mail Service of Cambridge. Is now Sales and Advertising Manager of Maintain Store Engineering Service.

Read "I Led 3 Lives" and get a thrill. Then give Herb Philbrick your praise for a most wonderful job done for his country, at the risk of his life. His cover-up was perfect . . . never suspected by the communists until his dramatic appearance in court.

◆ **A HARD COVER BOOK** was adopted by P. J. Kennedy & Sons, 12 Barclay Street, New York 7, N. Y. as the format to be used in celebration of its 125th Anniversary. Fifty-six beautifully designed pages describe the history and the growth of this publishing concern under the title: "A Catholic Book Chron-

icle." There is no doubt about it . . . a book format with a hard-bound cover adds prestige, distinction and authenticity to any mailing promotion. This one ranks high.

◆ **ANOTHER ADDITION** to the Number One Club is . . . Burck's Advertising & Printing Service, 555 Tenth Street, San Bernardino, California. If you hold a 21 local permit for using the business reply form . . . you are eligible to join. No meetings. No obligations. Just be listed.

◆ **CARTER HOTELS OPERATING CORPORATION** (Hotel Governor Clinton in New York City) won the John Patafio Cup at the recent Hotel Sales Managers Association convention in Philadelphia. This cup is awarded annually by the President of Ambassador Letter Service Company of New York City, to the hotel using direct mail to the best advantage. Hotels generally are improving their direct mail technique. That is because the subject of direct mail gets so much attention at the annual conventions. But there is still a lot to learn. We recently saw a 5-page, typewritten letter sent to the secretary of a national association, soliciting convention business. It was a complete waste of time and money. The sales manager should have found out in advance whether the association could possibly visit his area. There was no need for the 5-pages of detailed explanation since conventions had already been booked for the next three years.

◆ **THE KIPLINGER WASHINGTON LETTER** for December 21, 1951 was unusual . . . and should be must reading for all marketing-minded folks. Issue devoted exclusively to one subject . . . people, our principal national asset. Analyzes the basic statistical population changes in past ten years and what they mean in terms of present and future strategy. If you are not on Kiplinger's list . . . write to Kip (W. M.) at 1729 H Street, N. W., Washington 6, D. C. He may be willing to show you this sample as an inducement for subscribing to his weekly service.

◆ **CONGRATULATIONS** to the Barber-Colman Company, P. O. Drawer 99, Rockford, Illinois for "taking the bull by the horns" and making an effort to clean up a situation that is getting to be a national headache. On November 27, 1951, D. R. Farquhar, purchasing agent for the company, mailed a 5½ by 3 inch slip of paper on which was printed the following frank message: "It is our

What's this, duplicating or fingerprinting?



We've got nothing against fingerprints. They're invaluable to police departments and the F.B.I. But most people want their offset duplicating work to come out clean and attractive.

So if your work shows fingerprints, smudges from handling and other discoloration, then you'd quick better get to know Colitho Offset Master Plates.

There's a plate that will take the normal handling, erasures and changes—even folding and mailing—and turn out copies that will make you look twice to see which is the original. For economy you can't beat Colitho Plates. They'll swamp you with copies.

No matter what make of offset duplicator you use, you'll think your machine has really come to life when

you start using Colitho Plates and Supplies. Put zing into your letter-work, bulletins, reports, folders and other literature. Use Colitho Plates.

Let us send you the complete Colitho story. Attach the coupon to a copy of the Colitho Manual and free samples of Colitho Plates.



COLUMBIA RIBBON & CARBON MFG. CO., Inc.
190-1 Herb Hill Road, Glen Cove, L. I., New York

Colitho

OFFSET MASTER PLATES

Colitho plates and supplies make any offset duplicator a better duplicator.



COLUMBIA RIBBON & CARBON MANUFACTURING CO., Inc. DM-1
190-1 Herb Hill Road, Glen Cove, L. I., N. Y.

Please send me a copy of the Colitho Manual and samples of Colitho Masters.

Name

Title

Company

Address

City Zone State

Make of Duplicator Model

Plate Size Clamp Style

desire that firms or individuals with whom we have, or may have, business relations, do not send gifts to the officers or employees of this Company. The Company, while appreciating the spirit in which these gifts have been tendered, is certain that our friends in business will not misinterpret this action in making the above request." In too many cases the spirit of Christmas has been prostituted by the wholesale giving of gifts, which when carefully analyzed are nothing more than bribes or kick-backs. Washington isn't the only spot in the country where scandals grow.



◆ **SPEAKING OF SCANDALS**, someone should straighten out the muddle which exists over the televising of football games. This reporter is encouraged by the news that his old school, the University of Pennsylvania, will fight against the concerted agreement to curb the showing of games on TV. What has this to do with direct mail? Plenty. Alumni secretaries all over the country are using "crying towels," complaining about the low returns on alumni fund solicitations. We told a group of alumni secretaries nearly a year ago that the schools were crazy to band together to prevent football games from being televised. Such action would irritate the alumni from whom they expected to

collect funds or dues later on. A very small percentage of living alumni can go physically to the games of their old schools. But they get a kick out of seeing their team on TV. Deprive them of that "kick" and they are less responsive to mailed appeals. It is exactly the same line of reasoning which caused an upheaval in the field selling situation. Phony and dishonest solicitors were irritating the householders and thereby reducing the effectiveness of future mail appeals. The publishers jumped in to clean up the field selling abuses. The colleges better do the same thing. Eliminate the sources of irritation. Then their mail appeals will be more effective. Class adjourned.



◆ **CRYING TOWELS** seem to be getting popular as attention-getting gadgets. The Advance Seed Company, P. O. Box 6157, Phoenix, Arizona stapled a swatch from a "crying towel" to the top of a letter which told the sad story of what happened to the Arizona crop during the last year. Although a pessimistic letter . . . the story was told very well. Harry Jay Treu, Inc. (fur craftsmen), 147 West 35 Street, New York, N. Y. reproduced a "crying towel" on a recent circular which headlined: "Do You Need a Crying Towel? Are You Bewailing the Condition of Your OLD Fur Coat?"

Facetious presentation . . . but effective. A marginal notation offered real "crying towels" at 50¢ each or "a dozen free if you buy ten fur coats."



◆ **CONGRATULATIONS** to our old friend Edwin E. Leason on his election to the Board of Directors of Dickie-Raymond, Inc., 80 Broad Street, Boston 10, Mass. He will serve also as Treas-



urer after 17 years with the company. Except for the time Ed served in the Army (two wars) he has watched and helped Dickie-Raymond grow into one of the largest direct mail agencies in the world. Other directors are Paul T. Babson, Leonard J. Raymond and E. Wright Thomson, all of Boston.



◆ **THE CHICAGO TRANSIT AUTHORITY** is now printing a joke on the back of each transfer handed to Chicago riders of trolleys, busses and subways. These jokes (three and four line gags with a point) are supplied on contract at the rate of 60 a month by Orville Reed of Howell, Michigan from his file of over 5000 such jokes built up over 10 years of editing house organs.



◆ **AN IDEA WITH POSSIBILITIES**. If the Post Office receives enough complaints about the slow delivery of third class mail and parcel post . . . something might be done about it. One large parcel post shipper in the New York area has written automatically typed, personal letters to all of his customers, asking them to keep a careful and accurate record of the exact time of arrival of each package. Shipping dates are on packages. The letter asks the customers to write to the Post Office Department in Washington, giving exact figures on the time of delivery in all cases where such delivery seems obviously tardy. The idea could be adopted by all mail order shippers. Get your customers to

**SPEED UP
YOUR NEXT MAILING WITH
SPEEDI-SEAL
CATALOG ENVELOPES**

You can seal them "quick as a wink" without moisture!

Just press the two gum strips together and presto—it's sealed.

Save Time and Money

Let an ENVELOPE SPECIALIST show you HOW . . .

SPEEDI-SEAL is available in a wide variety of sizes and styles.

Send for details and samples.

CURTIS 1000 INC.

Plants at
 380 Capital Ave. 1000 University Ave. 2630 Payne Ave. 355 Marietta St., N.W. 3306 Polk Ave.
 HARTFORD, CONN. ST. PAUL, MINN. CLEVELAND, O. ATLANTA, GA. HOUSTON, TEX.

Sales Offices in Principal Cities

cooperate in making a time study and relaying the findings to Washington. There are plenty of conscientious people in the Post Office Department who would like to eliminate the delays. So go to it.

◆ **JONNY MOPS** are being advertised in syndicated self-mailing folders furnished to department stores by a New York manufacturer. A "Jonny Mop," in case you don't know, is a new, dainty, disposable pad idea for cleaning toilet bowls. You can order a "Jonny Mop" by mail from your favorite department store for \$1.29. Johnny Plank out in Marion, Ohio, who sent us a sample of the mailing, also sent us some suggested headlines which the bright copy boys might use . . . but we will skip them.

◆ **WHAT NEXT?** An outfit in California, calling itself the Smoothie Company, is now offering by mail (with intriguing copy) decks of cards at only \$5 each. Each card bears "in rich, natural colors, a different photograph of a breathtaking nude female model." The first sentence of the printed, processed letter is an eye catcher: "Unless you are a true devotee of artistic accomplishments we ask you to disregard this highly confidential and personal letter!" Wonders never cease!

◆ **THE NEW YORKER** magazine doesn't like the idea of "Square Span" letters. The editors took a crack in their "Letters We Never Finished Reading" Department at a "Square Span" letter mailed by the Wheelco Instruments Company, 92 Liberty Street, New York 6, N. Y. (A letter reproduced some time ago in The Reporter.) Even though the New Yorker disagreed, they used "Square Span" in setting their heading . . . so they must have read the letter to get the idea. At any rate, the item stirred up considerable correspondence.

◆ **NEW OFFICERS** for the Philadelphia Direct Mail Club are: President—Scott L. Wolff, Jr., sales manager of The Drake Press; Vice President—Nicholas B. Bjornson, Lavenson Bureau of Advertising; Secretary—Laura Perry, advertising manager of Blakiston Company; Treasurer—M. H. Powell, assistant circulation manager of Farm Journal, Inc. The Club meets monthly (second Wednesday) at Gimbel's on Market Street.

◆ **EDGAR V. HALL**, formerly vice president of Don Kepler, Inc., was recently appointed subscription direct mail manager of MacLadden Publications, Inc., 205 East 42 Street, New York 17, N. Y. Ed is a serious thinker on direct mail subjects. Reporter has frequently published his articles. Good luck to him in the new spot!

◆ **WATCH YOUR MAIL** for examples of "hate literature." Recent reports reaching us indicate that some of the old-time hate mongers (and new ones) are getting active again. A lot of these crackpots are hiding behind the cloak of religion. We are wondering what the Post Office Department is going to do about these fellows when it comes to granting exceptions and lower postage rates to "non-profit" and religious organizations. One of the hate mongers out in Huntington, West Virginia has a mailing list of 6000 prominent people who regularly receive violent and fanatical anti-Semitic letters. Gerald L. K. Smith is still publishing his "Cross and the Flag" with violent attacks on minorities. A Denver Fundamentalist evangelist regularly issues his "Showers of Blessing," condemning the Catholics, Protestants and Jews and urging that "the Ku Klux Klan must rise again." Many others are scattered throughout the country. No one knows

the total circulation. Those who keep their fingers on the pulse of such activities fear that "religious hate factories" are multiplying into what can only be described as a "business boom." Send to The Reporter any samples you may receive in the mail or which friends may show you. We know what to do with the samples.

◆ **ANOTHER FOR THE BOOKS!** We received a penny postal card postmarked December 7, from Kensington, Connecticut. On the message side a sticker was attached with this wording: "Visit Our New Home! 270 New Britain Road, Kensington, Conn." That was all. Wonder how many people visited the "new home" in order to find out who was issuing the invitation?

◆ **IS THIS A NEW WRINKLE** in mail order? The H. M. Switzer Manufacturing Company, Inc., 808 East Eighth Street, New Albany, Indiana recently mailed a form letter to which was attached, with scotch tape, a spendable dime. Recipients were asked to use the dime to buy a copy of the December issue of "Household" magazine. They were then supposed to turn to page 17

better production brings better results

There's a best way to produce direct mail. . . .

MASA members study the best, most effective, ways of production: support research and fact finding; share knowledge of improved methods. Their object is better results for you. When you try to "save" money with "cheap" production you tamper with results.

To check the effectiveness of your production source . . .

Always say, "Are you MASA?"

YOUR BEST SOURCE for Creative direct mail campaigns, multi-graphing, mimeographing, offset and letterpress printing, bundery, mailing service, mailing lists, etc. Information about postal regulations and better direct mail results.

For names of MASA members nearest you, write

**Mail Advertising
Service Association**
18652 Fairfield Avenue
Detroit 21, Michigan
MASA

IF YOU WANT TO INCREASE YOUR DIRECT MAIL PROFITS IN 1952

F
O
R
B
I
G
G
E
R

P
R
O
F
I
T
S

I
N
5
2

↓

Fill out and mail the coupon below today! It will bring you complete details about more lists of tested direct mail buyers for your product than you ever thought existed!

Our integrity and our resourcefulness in locating hard-to-find lists have set a precedent for conscientious service in the direct mail field. It makes no difference whether you need five thousand or five million names . . . we can get them for you—and you can bet they'll be responsive.

Charter Member National Council
Mailing List Brokers

willis MADDERN, inc.

215 Fourth Ave., New York 3, N.Y.

Without obligation, send us your list recommendations for our product: _____

Name _____

Company _____

Address _____

City _____

St. _____

State _____

A
C
C
E
P
T

O
F
F
E
R

T
O
D
A
Y

↓

MEDICAL ADDRESSING SERVICE

We maintain a complete mailing list of all practicing physicians arranged by states and cities and by specialty groups. Addressing charges are low. 100% post office delivery is guaranteed on mailings made from our list. Orders are handled within a few days. Write for detailed counts and prices.

- Accuracy guaranteed
- Low cost addressing
- Write for counts and prices
- 72-hour service
- Clean address imprints

Fisher-Stevens Service

345 Hudson Street
New York 14, N. Y.
Inc.

HERE'S YOUR ANSWER TO SOARING DIRECT-MAIL COSTS

DIRECT-MAIL COMBINE-VELOPES
The 4-in-1 Direct-Mail Sales Package
Include Outgoing Envelope, Sales Letter, Order Form, Return Envelope.
Delivered Ready to Address.

Write
THE SAWDON COMPANY, INC.
484 Lexington Ave., New York 17, N. Y.

BOOKLETS That Beckon!

Distinctive literature with that come-hither appeal that impels, tells—sells. Request Fitzpatrick book—on your list.

"That Fellow Bott"

Leo P. Bott, Jr., 64 E. Jackson, Chicago

LOOK TO THE LEADER

... for the Finest
Rebuilt Multiliths & Davidsons!
Every Press Carries New Machine Guarantee
Contact Us Before You Buy

Specialists For Over 22 Years

TOM DARLING

Addressing Machine

& Equipment Co.

326 Broadway, New York 7, N. Y.
MANover 2-6700

to read about an automatic appliance to defrost refrigerators, which were then offered in the letter as sure-fire money makers for house-to-house sellers. Wonder if it worked?



◆ **L. BAMBERGER & COMPANY** of Newark, N. J. did a marvelous job of reporting on their annual Thanksgiving Parade. Editor Jules Farber of the Bamberger house magazine, "Around the Clock," arranged to have a series of pictures taken . . . not only of the parade but of the behind-the-scenes activities. The November 27 issue carried a chronological series of pictures numbered from one to twenty . . . with captions which ran into each other and told a vivid, exciting story of the activities. First class reporting.



◆ **THERE MAY BE** a big "Direct Mail Day" some time in May in New York City. The Mail Advertising Service Association has for many years staged an annual luncheon affair to which the members brought their customers. A movement is on foot to combine the efforts of the MASA, the Hundred Million Club, the Direct Mail Advertising Association and various direct mail groups into a half-day or full-day session. Seems like a good idea and we hope it can be put across.



◆ **HEAVEN FORBID!** There is a rumor going around that someone has invented an electric typewriter which will enable the operator to select and set forty or fifty words or phrases used constantly in the letters written by the executives of the company in which the operator works. Stock phrases, such as: dear sir, yours truly, job jargon, company titles and similar repetitive material. When these words are reached in the business letter the operator simply presses one key and the typewriter will do the rest. Seems to us there has been too much sameness, stilted phrases and repetitive bunk in business letters. It will probably get worse if a machine is developed to make it easier to hand out the bunk.



◆ **A DISTINGUISHED SERVICE AWARD** will be made annually by the Mail Advertising Service Association and the Direct Mail Advertising Association. First occasion . . . at the joint conventions in October at Washington, D. C. The award was established in memory of the late Miles Kimball. Members of both associations will nominate by ballot persons they believe have contrib-

uted the most to the promotion or advancement of direct mail advertising. A committee of prominent judges will determine the winner. Mrs. Alberta Kimball is honorary chairman of the committee, which includes Jack Kane of Advertisers Mailing Service, New York and John Yeck of Dayton, Ohio.



◆ **SOMETIMES** the advertising department is called on for ideas which have no direct connection with advertising. Especially in a near-wartime economy. If you get involved in any projects involving the handling of visitors, or the identifying of employees, in places where plant security is a problem, here are two valuable tips: Write to Alfred Allen Watts Company, Inc., 216 William Street, New York 38, N. Y. for a very good sample portfolio explaining the Watts system for visitor passes. Also write to the Polaroid Corporation, Cambridge 39, Massachusetts and ask for their folder explaining a new portable kit for the rapid photographing of employees and visitors, using the Land Camera technique.



◆ **WATCH YOUR TIMING.** Especially if you are using third class mail. Don't send out a deadline offer unless you are sure your mailing piece will be received before the deadline date. For instance, the New York Herald Tribune made an otherwise good mailing of a "Mail Ordergram" (resembling a telegram), offering space in the annual pre-Christmas Shopping Guide. The deadline for reservations was Tuesday, November 13. Charles Fitzpatrick, the cactus man in Edinburg, Texas (see December Reporter) received two pieces from the Herald Tribune on November 19 . . . six days after closing date. Charlie Fitzpatrick tells us that fully fifty per cent of the space solicitation mailings from New York area publishers reach him too late for the announced deadline. Too bad. Direct mail is wonderful but it can't do the impossible.



◆ **AN INTENSIVE STUDY** of direct mail in the industrial field will be undertaken this year by the National Industrial Advertisers Association. A better committee for the job could not be found, and this reporter offers to help them in every possible way . . . if help is needed. A. R. Tofte, advertising manager of Allis-Chalmers Manufacturing Company, Milwaukee (and a DMAA director) is the chairman. Members of the committee include: E. H. Woodley, DMAA president and advertising manager of Northern Electric Company.

Montreal: B. V. Jones, DMAA director and advertising manager of Link-Belt Company, Chicago; and Joseph A. Barnes (see September issue of Reporter), advertising manager of Perkins Glue Company, Lansdale, Pennsylvania. Good luck to all of you. Do some real digging!



◆ PLEASE, let's have another crusade in 1952! For many years this reporter has crusaded to educate businessmen and secretaries to TYPE the name of the person who signs each letter under the signature or at the bottom left where initials were previously used. The reason: so many signatures are hard to decipher. The crusade has been fairly successful. Most business letters you see these days have the writer's name typed. But there is still one irritating weak spot. Why in the world do men known as Bill, Joe, Harry, Henry, etc. on the golf course, at luncheons, or at conventions, allow their secretaries to type E. O. Smith or B. H. Jones . . . the initials and not the name? It is irritating to the recipient . . . especially where there have been previous friendly contacts. It gets this reporter's goat too. We get letters with a "Henry" salutation. Then the letters are signed with initials. We have met the fellow at many conventions and can't think of the first name or nickname immediately. So let's get together in 1952 and show our full name on every letter.



◆ THE FIFTIETH ANNIVERSARY of the Monsanto Chemical Company, St. Louis 4, Missouri was celebrated by publishing, in December 1951, a special edition of the "Monsanto Magazine." Editor Robert C. Bullen came across with a magnificent job. Fifty-six colorful pages, 8½ by 11 inch size. Editorial material is more than a "horn-blowing festival." Solid, informative articles by top writers, on the growth of an American company. Has authenticity and a good sense of perspective. You may be able to obtain a copy by writing to Bob Bullen.



◆ CONSISTENCY AND CONTINUITY are used to the limit by The Autocar Company of Ardmore, Pennsylvania. We have always admired their annual end-of-the-year promotion. It has been the same for 30 consecutive years. All truck owners in the country, whether Autocar operators or not, receive the 8½ by 11 inch books containing 12 double-page cost charts—one for each truck. In these cost books the truck owner can keep a day-by-day record of all items of cost and operation details. Books are distributed through

(Continued on page 38)

I'LL ONLY TALK TO A SALESMAN FOR EAGLE-A PAPERS



JUST SAY EAGLE-A

- COUPON - Bond
- AGAWAM - Bond • Onion Skin
- CONTRACT - Bond
- ACCEPTANCE - Bond • Record • Index
- TROJAN - Bond • Onion Skin • Record
- QUALITY - Bond • Manifold • Cover • Index
Ledger • Embossed • Vellum



Typewriter and Boxed Papers
Paper and Paper Boards for
engineering, industrial and
technical uses.

AMERICAN WRITING PAPER CORPORATION

HOLYOKE, MASSACHUSETTS

Beneath Dull Jackets an Undiscovered Fortune



It was the year 1867. John O'Reilly, a South African trader, stopped to spend the night at the isolated home of Van Niekerk, a Boer farmer.

As he watched his host's children at play he was attracted by their makeshift toys . . . a handful of "pretty" pebbles picked up from the nearby river.

The children gladly offered the trader one of the pebbles . . . which looked little different than the thousands of other stones which littered the river bed.

In Capetown O'Reilly's suspicions were confirmed. The "pebble", which had gone un-noticed until then was a 22½ carat diamond. Its discovery was to change the history of South Africa . . . and of the world!

How many valuable catalogs and mailing pieces lie . . . like these diamonds-in-the-rough . . . undiscovered . . . because they are enclosed in "dull jackets". A wealth of time, talent and money poured into an expensive mailing . . . then wasted to save a few pennies on the envelope.

Bring your catalogs to life . . . give them sparkle. Make them say: "Here is something valuable! Here is something to be opened!"

Chances are your mailings will be discovered . . . when you send them in a Tension envelope. Tension knows how to put sparkle in an envelope. How to make it measure up to the contents . . . get past "front gates" and invite readership!



for every business use

TENSION ENVELOPE CORP.

FACTORIES: 522 Fifth Ave., New York 36, N. Y. • 5001 Southwest Ave., St. Louis 10, Mo. • 173 No. 2nd, Minneapolis 1, Minn. • 1912 Grand Ave., Des Moines 14, Iowa • 19th & Campbell Sts., Kansas City 8, Mo.

Over 100 Representatives Selling Direct to User

HOW TO MAKE ENVELOPES "SELL"

Time after time tests prove that "dressing up" the envelope miraculously increases results. For instance:

MAGAZINE UPS RETURNS ALMOST ½



Testing a "blind" corner card against an illustrated envelope, (see above) a well-known magazine discovered:

The Illustrated Envelope Pulled 31.4% MORE Orders!

NURSERY ENVELOPE PAYS FOR ITSELF



A well-known mail order nursery printed a special offer on its envelope. This offer was not repeated in the catalog. Profits from sales of this offer more than paid the total cost of envelopes.

**THIS COUPON WILL BRING
YOU MORE INFORMATION**

MAIL IT NOW!

Tension Envelope Corporation

(Factory Nearest You) Dept. H1

Send me my free copy of **ENVELOPE ECONOMIES**...Tension's periodic publication of suggestions and ideas for making mail more effective.

Name

Firm

Address

City Zone State

EDITORIAL

This is the time of year for surveying the past and predicting the future. Magazines and newsletters are filled with prophecies. And naturally (especially in an election year) there is much pointing with pride and viewing with alarm. Never let it be said or rumored that THE REPORTER is not at step . . . so we'll devote this first editorial of the year to pointing and viewing . . . (Continued page 13)

(Continued from cover) . . . without raising too much blood pressure. Confining the subject to direct mail alone.

First: We Point With Pride

(A) Direct mail (as a medium) enjoyed a wonderful year in 1951. According to the experts, it was the *billion dollar year* . . . dollars actually spent for direct mail production and mailing by practically every type of business, from the smallest to the largest.

The figures alone mean little. But we can all point with pride to the progress which has been made since the simple hundred thousand days of the 1920's. Direct mail has grown in stature and effectiveness as well as in figures. Let's keep it growing.

(B) On a lower level, or smaller scale, THE REPORTER can point with pride to 1951. After thirteen years of hesitancy, we finally got up nerve to forsake the big city and move to the country. Our former fears of being too far away from "things" were groundless. The move was accomplished with fewer headaches than expected. Instead of being "too far," we are closer than ever to "things" all around the map through the medium to which we devote our energies . . . the mail. It has never been heavier. We have more time to read and act on it.

Both subscriptions and advertising were better than any previous year. Up around 25%. But again . . . figures alone mean little. The mail tells us that THE REPORTER has im-

. . . POINTING AND VIEWING

proved . . . there is more serious interest in direct mail . . . more desire for concrete information. And, of course, the same mail gives us the valuable information to pass along.

So we can be pardoned for pointing with pride to the material which appeared in 1951 . . . the articles by new faces in the field . . . the October issue devoted nearly entirely to an outline for a training program.

(C) As a final pointing with pride . . . consider this first REPORTER for 1952. Three articles by three of the smartest of the new generation in direct mail. Two have not appeared previously in these pages. The thoughts of John Yeck and Herb Buhrow, if taken seriously, will give additional stature to direct mail. Gordon Morrison, reviving an old and neglected subject, is pointing the way to increased direct mail effectiveness in the days and years ahead. And their contributions point the way for our editorial thinking and planning in 1952.

That's enough of pointing with pride.

Second: We View With Alarm

Skipping world jitters, domestic problems and politics, and keeping this discussion confined to direct mail . . . we view with alarm four points of trouble in a-b-c-d fashion.

(A) **THE POSTAL SITUATION.** Topping the list of trouble spots is the Post Office . . . the distribution channel for direct mail. No need to repeat the material from the December 1951 REPORTER. Review it. Many of you followed our advice . . . writing to your Congressmen and Postmasters. Some of the carbons

we've seen are shockers . . . and are making a dent. Understand some Postmasters are flooded with mail complaining about new rates and regulations. Washington exhibits concern . . . reflected in the daily Postal Bulletins. The Postmaster General and the other top officials have gone to great pains to explain that the Post Office itself was not responsible for the "discriminatory" features in the new postal rate act. Congress fixed the rates and the Post Office must meekly but diligently enforce. That is true.

If Post Office officials think the rates are *discriminatory* . . . wouldn't the courts be inclined to reason the same way? So far as we know, THE REPORTER is the only publication which has openly questioned the constitutionality of the present postal structure. Too many people in America are getting afraid to speak out openly. Why the fear and hesitancy?

A good lawyer could challenge the constitutionality of the present postal law on four points:

1. (Minor) The 100% increase on postal cards is not legally unconstitutional, but it is unreasonable and confiscatory. It drives out of the mails the small businessman's most economical form of advertising, while allowing other less worthy, but more politically powerful, outlets to mail for as little as 1/4¢ per piece. But the 10% surcharge on all purchases of 50 cards or more is brazenly discriminatory legislation. The authors of that economic abortion should be hiding their heads.

2. Congress has increased second class rates (publications) 10%, effective April 1 (with additional 10% raises in two successive years). There is little serious complaint about these increases since previous rates were low . . . but Congress exempted from these increases any religious, educational, fraternal, labor, charitable or similar non-profit organizations. Thus, for the first time, setting up two distinct classes of mail users. If you are in business to furnish employment and earn

months, you get one rate. If you are organized and pay for profit you get a lower rate for using the "essential" postal service. As well as a way to run a railroad, as the old story goes. For the first time, the constitutionality of the new postal law could be challenged. It is discriminatory. It is unconstitutional. It is unconstitutional.

3. The same situation applies to third class. On July 1, the Post Office will charge bulk mailers a maximum of 11¢ per piece at the 10¢ per pound rate for unsorted pre-sorted matter. But—and it's a big BUT—all the non-profit organizations described in (2) above are exempted from the increase. They will pay 1¢ minimum. Again, Congress has unconstitutionally (the political purpose) set up two classes of mail users for the same class of service. For example, . . . a propaganda outfit could conceivably undermine American principles at 1¢ per sheet. A business organization, either trying to make a profit or uphold free enterprise, must look over 11¢ per piece. Such rate-making is un-American. It is discriminatory. It is unconstitutional. The businessmen who belong to non-profit groups (no matter what kind) should be alarmed. They should have the nerve to question why their association or fraternal organization should enjoy a discriminatory rate not charged by their own business.

4. Possibly the strongest case could be based on postal post fourth class. Someone with a warped mentality must be trying to wreck the Post Office system. Rates and regulations are so hauled-up it's hard to describe them. Try to get your own Post Office to explain shipments between first class Post Offices are now limited to 72 inches in girth and length, and 40 pounds in first and second zones; 25 beyond that. Second, third and fourth class Post Offices can handle larger packages, while "agricultural products" have been exempted (by placing the farm block). Mail order clippers in city areas (first class offices) are penalized by their location. They cannot avoid restrictions by mailing at smaller offices (that's "illegal" diversion). To ship intelligently, you must now know the class of every Post Office in the country. The whole structure is obviously discriminatory. The law with its rules and regulations should be thrown out as violating every principle of the Constitution . . . plus all the rules of business logic.

We've tried to make the four points as brief as possible . . . but it's difficult.

THE REPORTER cannot act alone. Some group or large mailer must have the plain, ordinary guts (plus money and determination) to institute legal proceedings in the form of an appeal for an injunction. Any of four groups would be logical . . . The Direct Mail Advertising Association, the Mail Advertising Service Association, the National Council on Business Mail, the Associated Third Class Mail Users. If you belong to any one or more of those groups . . . ask the officers what they intend to do.

The Post Office is your business . . . our business. We've kept too quiet about reduced and delayed service. It is high time to view with alarm and start raising some sort of hell.

The joker in the whole deplorable postal mess is that no one will tell the real truth. The Postmaster General and the President talk about the huge half billion or more deficit . . . and then the PMG tells a group of Postmasters that there wouldn't be a deficit if Government Branches paid the Post Office for services rendered free. How much free mail does Congress really send out? How much mail (in pieces and cost) do the Treasury, Agriculture, Veterans, Commerce, and all the rest of the agencies dump on the back of the Post Office for free without any check or accounting? What's the total in millions or billions of pieces? Why shouldn't the system be changed? Why should you pay more for your mail service when what you are really paying for is the ridiculous amount of free mail carried by the Post Office? Try to run your business with all your relatives getting everything free; with half your customers paying less than cost and with the other half playing suckers. You'd go broke and nuts . . . which is exactly the situation in the Post Office.

8. THE HOMEWORK MESS. Second highest on our viewing-with-alarm slate for 1952 is the home typist situation in New York State. Some of you new readers may have trouble understanding this . . . but you can get free reprints of earlier articles if you request them. Many folks have asked for information on present status. Briefly here it is:

It was back in July 1950 that Edward Corsi, Industrial Commissioner of New York, issued an order putting home typing (addressing) and kindred operations under the New York Industrial Homework Law. He was urged to do so by the Communist-dominated union which had a strangle hold on part of the lettershop field. The union was "joined" in its request for regulations by a few employers who saw possibilities of strangling competition. The August 1950 REPORTER blasted the whole sorry scheme as a threat to throw thousands of worthy women homeworkers out of their jobs . . . as a threat against free enterprise.

As a result of the blast, a few courageous lettershops, list brokers and contractors employed a lawyer and filed appeals against the order . . . thereby temporarily staying enforcement of the order. Hearings started early in 1951 before Board of Standards and Appeals. The attorney for the unionized shops, a Daniel Arvan, intervened in the ap-

peals . . . and bedlam-type hearings dragged on and on, month after month, until September 10, 1951 . . . during which time the attorney for the Communist-dominated union, Sam Sacher, also intervened. In obvious disgust, the judges adjourned further hearings and gave all attorneys six weeks to file written briefs. The lawyers couldn't file briefs because the stenographers hadn't been able to complete typing of all the complicated and uproarious testimony. Extensions have been granted until end of February, 1952. At that time briefs will be submitted . . . and the Board will later come to some decision.

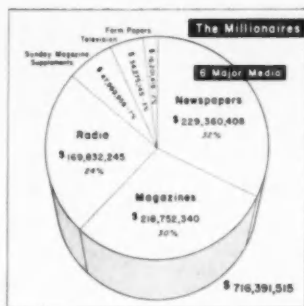
On the last day of hearings there was some talk of a compromise . . . eliminating the restrictions on number of inside employees and freezing the number of "allowable" home typists at status quo. But any compromise would be an admission that the Labor Department had the jurisdiction to control and eliminate home typing in the direct mail business. So that was out.

The decision should be simple. The union and the union-employers' attorney clearly demonstrated that they wanted to control direct mail operations and eliminate competition . . . which is not the purpose of any law. The Labor Department has no jurisdiction because typing is not industrial work. It is clerical work. The Corsi order is discriminatory, arbitrary and therefore unconstitutional. If the order should stick, it would freeze out new ventures in the direct mail field in New York. It would injure many small lettershop owners and it would cause further delay in direct mail production. If the order sticks in New York . . . it might spread to other states. A creeping paralysis which would hurt direct mail and many other businesses.

Therefore . . . we still view the whole movement with alarm and will continue to do so in spite of all efforts to shut us up.

(C) DIRECT MAIL STILL DISREGARDED.

The third point for viewing with alarm concerns what might be termed a "looking down at direct mail" trend. With direct mail now over the billion dollar annual expenditure mark, this reporter is getting sick and tired of the high-and-mighty attitude of agency people, researchers and advertising publications in disregarding or depreciating direct mail. This doesn't apply to all agency folks by any means. John McAlpine of J. Walter Thompson has certainly done his share to bring recognition to



direct mail by explaining how it fits in the Ford program. Other agency men have gotten on the bandwagon.

One of the most recent and irritating examples of "looking down" was a series of articles in *Printers' Ink*, based on a survey by research consultant Barbour Walker Lyndon, over a period from 1936 to 1950. We are not blaming our good friends at P.I. for the material. They took what they could get from the researcher. The series attempts to show how the top 222 "millionaires" of advertising spent their appropriations in the six major media of advertising. The chart reproduced here (from P.I.) shows what we mean. Try to find the poor little decrepit billion dollar direct mail!

Such surveying and such thinking is unfair to direct mail and dangerous for all advertising. (Unless the "surveyor" explains what is missing and why.) No wonder Herb Buhrow (see his article on page 22) found such a lack of direct mail education (or maybe vice versa). If a research consultant spent all the time necessary to analyze the advertising expenditures of 222 Corporations over a period of fourteen years . . . surely he could have developed some method of finding out how direct mail stood in the picture. We happen to know that one of his labeled millionaires spends better than two million per year on direct mail.

If the young business people get their ideas about advertising from such surveys . . . no wonder they are warped and bewildered. No wonder the young people going into advertising help to continue a situation where millions are dumped into space only to be partly wasted by woefully inadequate direct mail follow-up or backing-up.

For the best story (frightening too) relating to the subject, write to Tension Envelope Corporation (your city, or headquarters at 19th & Campbell Streets, Kansas City 8, Missouri). Ask

for latest issue of "Envelope Economics." Devoted entirely to a survey made by R. J. Potts-Calkins and Holden Agency over the past year. Titled: "The Twilight Zone . . . between advertising and sales." During survey, 368 magazine advertisements carrying coupons or offering booklets, etc. were answered. Detailed results were tabulated. Some of the advertisers (about 10% in certain classes) failed to answer, after spending thousands to get the inquiry. Most of the answering letters were rated poor; less than 2% excellent; only 15% graded good. Such a showing is a disgrace to the advertising business as a whole.

The situation is made worse by the colleges which fail to teach direct mail . . . and by the researchers who give a confused picture of advertising by ignoring direct mail in the listing of "major media."

It's time for all of us to view with alarm . . . and do something about it. This reporter can only start or keep the ball rolling with squawks. Perhaps it might be better to give up entirely and preach a different theory: "There are two forms of advertising (1) Mass Advertising (in six parts) and (2) Direct Mail." What do you think?

(D) FRAUDS, RACKETS, ABUSES. The last v.w.a. point covers a lot of ground . . . but will make it short because the subject will be covered indefinitely in future issues. We continue to view with alarm the abuses in direct mail and advertising. Here are some bad situations:

1. The rackets continue . . . principally in the shady charity "game." Law officials scored a triumph during past year in sending to jail two promoters of the dollar bill gimmick in raising money for a worthless charity. The Post Office and Federal Trade Commission cracked down on several of the promoters of the clip-and-paste phony directories. Fraud orders were numerous. But too many gyps continue to operate . . . sending unordered neckties, wallets and what-not as high-pressure inducements to donate. The only solution is exposure and cooperation with your local Better Business Bureau. Help to drive the chiselers and the fakes out of the mails. You have a selfish interest. The fakes decrease respect for legitimate mailed appeals . . . yours included. If you are not on the BBB Bulletin list . . . get on it and keep informed. Keep sending to THE REPORTER any mailing pieces which seem suspicious.

2. Abuses in "appeals" continue . . . more so in mass advertising, but they affect direct mail. All of us should attempt to cooperate in every effort to clean up abuses. Elon Borton, president of the Advertising Federation of America is doing a good job of ridiculing or pointing the finger at advertisers who overstep the bounds of truth or good taste. Cooperate with the AFA program.

The worst culprits at present are the "fact" boys. Wonder if they realize how much they are irritating the public? Wonder how many of the smart copy geniuses realize how they are mimicking the Malik or Gromeyko technique? "It is an indisputable FACT that, etc." And then continuing with something that is not a fact. Or, "These are facts based on independent research." And then you find that the independent research is worthless. Such copy either on television or in direct mail is making the public cynical about advertising. Even the children thumb their nose at the corn. So let's keep viewing it with alarm. Keep phony, factless appeals or statements out of your copy.

3. There are still plenty of abuses in direct mail techniques which cause irritation. Too long a list to describe in detail. Such as: (a) marking envelopes "personal" when they contain only impersonal printed circulars; (b) Duplications and errors on mailing lists which cause recipients to ignore entire effort; (c) Phony tricks to get attention with inappropriate gadgets, headlines or punch lines; (d) Irresponsible, high-pressure offers; (e) Copycat-itis, which means stealing other people's style, copy or ideas; (f) Wrong formats . . . amateurish copy . . . sloppy production. Make up your own list from here on or watch future issues. There are plenty of things to view with alarm . . . but they can be improved or eliminated if we watch for the symptoms and work on the cures.

This reporter is far from pessimistic as the new year starts. Certainly . . . we will have headaches. Our stomachs will probably go through many acrobatic phases (similar to those described in the Standard Envelope cartoon on page thirty-five).

Our biggest danger is in not recognizing the obstacles and facing them frankly. This I'm trying to do.

Direct Mail will continue to prosper in spite of all obstacles . . . because basically it is sound! We'll just have to use more sense and caution in planning each step ahead.

DIRECT MAIL'S GOLDEN AGE

by John D. Yeck

My text is from that famous cartoon of a president watching the sales curve fall, "I *know* it can't be our quality. We make the best buggy whips in the world."

... or from a sociology professor I once knew who loved to repeat, "An isolated individual is a metaphysical abstraction, unknown to reality."

What a mouthful in order to say, "We all depend on others."

No industry stands alone—least of all direct mail. Its prosperity depends on community developments.

The Golden Age of steam didn't open on the day Dick Watt watched a tea kettle pop... or on the day of the first locomotive. It came when the West was new and everybody wanted a ride. The *pull* of the West brought the railroads their millions.

The Golden Age of boxing didn't come because Dempsey and Firpo and Tunney were better fighters than all before or since, but because people had the money and the nerve to travel hundreds of miles to see a fight.

Industries... and men... reach their Golden Age—the age when the riches roll in—not only because of their own ability but because of outside forces.

"There is nothing so powerful as an idea whose time has come."

And direct mail's time has come.

The outside force that will shoot adrenalin into it is the *scientific* development of what I call tailored-to-measure or "engineered" *Marketing machinery*. Careful, planned, precise marketing, using *all kinds* of advertising and sales promotion to solve a specific sales problem in the best possible way... at the least possible cost.

For when marketing men start with the *problem* rather than with the *medium* you find direct mail used 5, 10, maybe 20 times as much.

This is especially true in industry. When the manufacturer *sees* his marketing problem clearly, then the rifle

always replaces the shotgun. And direct mail is the rifle.

Machinery?

When the machine age opened 100 or so years ago people thought machines would make men slaves. Instead, they helped make men free.

Because they helped mankind produce more every hour, mankind *had* more at the end of the day. More stuff. More things.

With machines, production costs were cut—fewer man hours went into production—so wages could be raised.

But man is a fluid commodity. He "runs" uphill... to higher wages. So higher wages tend to raise all wages nearby.

And when wages go up, more machines come in.

That's good. Because we can't have, in the long run, more than we produce. Machine production means more production; a higher standard of living; shorter working hours; better working conditions; more *real income*.

Especially for those who run and make the machines.

It's easy to see that on the production side. But producing a product is only half the battle. Convincing others of

its value is the other half. Marketing "costs," too... in the same man hours. Long ago man began to invent marketing machinery to cut those costs, just as he invented production machinery to cut production costs.

He called it market research, sales training, sales promotion, advertising and direct mail among other things. It was all designed to *convince* people of the product's value in less time and at less effort... at a lower cost. McGraw-Hill, for years, has pointed out the value of "Mechanized Selling"... how advertising can do part of the salesman's job... cheaper.

But the development of marketing machinery has lagged behind. Probably because nobody can *see* it work. Production machinery does *tangible* things to a product. You see them happen. Marketing machinery does *intangible* things to the *prospect*. You can't see them happen. "The ball game is in the other fellow's head." You never know the score. You can tell when a product is half finished... but you can't tell when a prospect is half convinced.

Tailored-to-the-job production machinery culminates in the assembly line, where products are finished with no time or energy wasted. Everything arrives at the right time... each little problem is ironed out by a special machine; each partially finished product moved along on a conveyor to the next station.

Every good sized plant has a production assembly line... but few have anything resembling a *marketing* assembly line, to move partially convinced prospects along. The little conveyors are missing... the ones that pass the inquiries from advertising on to the retailer. The ones that *keep* customers by telling them regularly the company is still interested in them.

Listen! If *half-finished parts lay*

John D. Yeck...

REPORTER'S NOTE: The first month of a new year is an appropriate time to give you a sober, cold-blooded analysis of direct mail. And this is IT. John Yeck was dead serious when he prepared his talk for the Milwaukee Convention of the Mail Advertising Service Association. You should be dead serious when you read it... and try to apply the ideas to your business. John is well known to Reporter readers. Articles by Bill and John Yeck have appeared frequently in the past. Their Dayton, Ohio Agency (Yeck & Yeck, Talbott Bldg., Dayton 2, Ohio) grinds out some of the best direct mail copy in the country. John is a member of Board of Directors of both MASA and DMAA. He has helped tremendously in increasing the stature of direct mail. This article sets the sights even higher.



around the factory floor the way half-convinced prospects lay around in the market, the Board of Directors would raise the roof. They'd demand—and get—action. They'd cut down rejects. They'd stop waste. They'd make the plant work effectively. But they don't do anything about ineffective, sloppy advertising and sales promotion. It's time they did.

Danger Ahead

In America, temporarily at least, the production problem is licked. L-i-c-k-e-d . . . licked. Just let us stop, for two months, shooting it up and giving it away and burying it underground and we'll have stuff coming out of our ears.

And when we do . . . all of a sudden . . . realize that all this has to be *sold* instead of rationed, there'll be the doggondest treasure hunt for salesmen you ever saw. And there won't be many. Because Man is a Fluid Commodity . . . and in the past 15 years he has flown. He's behind a production machine . . . and he won't come out and work. There'll be demand for salesmen and no supply. You know what happens when demand for men exceeds supply.

Wages Go Up

Right. Wages go up. What happens when wages go up? Machines come in. And they will. Marketing machines. Real machines. Tailored-to-the problem machines. Not just advertising "because the book says we ought to spend 3% on it." Not market research "because everybody's doing it"; not direct mail "because we ought to get out a letter" . . . but real machinery. Built by "engineers" . . . engineers who *start with the sales problem*; analyse it; decide what needs to be done, who needs to be convinced, how to convince them and which media will do it. Engineers who start with blueprints and end with success.

What's the difference between this Marketing Machinery and all-too-much of our present day advertising? Only the same small difference that Charles Kettering says divides *practice* and *theory*: "The only difference between theory and practice is that in practice, you can't leave anything out."

Some companies are beginning to build practical machines now . . . and whenever they do, it seems, they "discover" direct mail. For direct mail is the most versatile selective, convincing, "machinery" of all. Direct mail is frequently the little conveyor system that carries the half-convinced prospect along. It takes the "suspects" uncovered by mass advertising and turns

It's in the cards for you...

Greater Readership through Sparkling Offset Results



with REMINGTON-RAND PLASTIPLATES

It's your good fortune... Remington Rand Direct Image and Photographic Plastiplates will give you direct mail that is brilliantly "alive"... sales messages that fairly "leap" from the printed page, landing with strong impact on your prospects... *at important savings to you!*

Plastiplates no-grain plastic surface makes them the nearest thing to stone lithography for direct mail use. On each one of your printed pieces, Plastiplates assure faithful reproduction of every detail, capturing the whole of a line image... *all the dots in a halftone.*

Your printer, too, will appreciate Plastiplates, because they are so easy to process, self-cleaning and easily filed for excellent re-runs!

Make the PLASTIPLATE Press Test...TODAY!

To convince yourself of Plastiplates' superiority, make a **FREE TRIAL**... We will gladly furnish you or your printer with 3 **FREE PLASTIPLATES** so you can compare results. Simply write, or use the convenient coupon.

Folders describing PLASTIPLATES and PLASTIPHOTER... yours for the asking.

Remington-Rand

Business Machines and Supplies Division

Room 2409, 315 Fourth Avenue, New York 10, New York

Please send me ☐ 3 free Plastiplates ☐ Direct Image ☐ Photographic

☐ Plastiplate folder (DS 62) ☐ Plastiphoter folder (DS 72)

My duplicator is a _____ Model No. _____

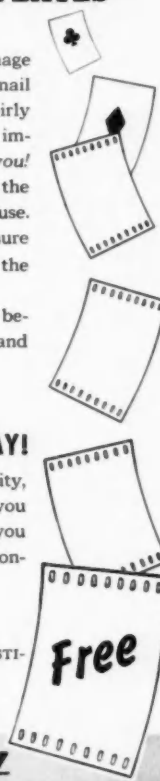
I use a _____ typewriter with a ☐ Fabric ☐ Carbon Paper Ribbon

Name _____

Company _____

Address _____

City _____ Zone _____ State _____





SKETCHES, DUMMIES AND DRAWINGS direct to your desk by mail from my studio at home. Complete personal service at moderate cost. Write for free booklet showing direct mail pieces I have designed.
RAYMOND LUFKIN 116 WEST CLINTON AVE. TENAFLY, NEW JERSEY



them into *hot* prospects well worth a salesman's call. Direct mail is the part of marketing machinery that has been left out too often in the past. It won't be left out in the future because inefficient marketing costs too much.

... Because the cost of marketing, compared to the cost of *producing*, is going sky-high.

... Because the personal attention that direct mail makes possible is all that many marketing plans need now.

It is *difficult* to persuade people . . . to convince them . . . to change their minds . . . to get them over the inertia of *not* buying your goods.

Eric Smith, a man who understands the fundamental problems of the individual sale, says, "You have to take the prospect by his little hot hand and lead him through the steps of the sale."

Here's How It SAVES Money

Now I don't know how much it costs to put today's salesman in front of prospects. It depends, basically, on three things: a) the salesman's hourly rate; b) the cost per hour of the overhead, direction, supervision and support given him, and c) how much of his time is spent face to face with prospects—good, mediocre or poor prospects.

You can figure your salesman's cost for yourself. But a \$3-per-hour salesman (\$6240 per year) who carries only an equal amount of overhead, etc. has a base rate of \$6 per hour. He'll probably do well to spend 20% of his time actually talking to prospects . . . so every prospect-hour would cost \$30.00—or 50¢ per minute.

If he sells every prospect in two minutes, each sale costs \$1.00. If he averages 10 minutes per call on four prospects before he makes a sale, that sale costs \$20.00. If he spends five hours talking to good, medium and poor prospects before he finally makes a sale, *someone* has to pay \$150. for the marketing cost on that sale.

Try the Taximeter Trick

You begin to help that salesman the minute you can imagine a taximeter on his hat, with the flag down whenever he's in front of a prospect—good, bad or medium—ticking off four bits or more every minute he stands there. Once you see that taximeter, you want desperately to get your salesman in front of *good* prospects; *hot* prospects; 99 and 44/100% *convinced* prospects. You begin to realize what wasted time can do to profits.

Anything that *saves the time* of that expensive salesman qualifies as "Marketing Machinery" in my book.

I include the old 5 & 10 stunt of underclerking the store so much that your mind is all made up before the clerk arrives and you are holding the money and the item in your hand.

I include Marshall-Field's intercom system for information, which keeps a handful of girls busy answering questions over the intercom in place of dozens of girls scattered over the store. "I certainly include the Lewyt "Ten-second Demonstration."

In case you aren't familiar with it, let me explain that Alex Lewyt brought his cleaner to the market at a time and

at a price that simply didn't leave room for the high marketing cost of door-to-door "cold turkey" demonstrations. So he encouraged appliance dealers to demonstrate in the store. But even there time is expensive. When a salesman's time was cheap and he worked 12 hours a day, 6 days a week, he could afford to "start selling on the sixth 'No.'" He can't spend that much time on non prospects today. He has to *qualify* them.

So Lewyt suggests the "10-second Demonstration." It goes something like this.

Salesman: (turning on cleaner) "Isn't that quiet?"

Woman: "Uhm."

Salesman: (holding suction end against his hand, then against hers) "Isn't that a powerful suction?"

Woman: "Uhm."

Salesman: "Wouldn't you like a cleaner like that in your home?"

At this point the woman classifies herself . . . either as a qualified prospect, or not. If she says "No"—and many do—he doesn't waste any more time on her.

That Isn't Treason

That may sound like treason to the old never-give-up salesman. It isn't. It's machinery to *select* people who are worth spending expensive time on.

It's really the same system as playing winning poker. The secret of winning at poker (in the ordinary Saturday Night League) is simple. You drop out when you have poor hands. You



PHOTOENGRAVERS SINCE 1872

460 W. 34th ST., N. Y. C.

LONGACRE 4-2640

THE REPORTER OF DIRECT MAIL ADVERTISING

bet like mad when you have good ones. If you can only stop wasting salesman's time on poor prospects, you can sell profitably on a much narrower margin.

Marketing machinery in the form of advertising and direct mail can do just this kind of a job for prospects that are spread all over the country instead of concentrated in a store. It can *qualify* prospects as worth-while. By selection and elimination it can keep salesmen from wasting time, effort or money on people who are not reasonable prospects. It can help them concentrate on a better class of people who have been partially sold ahead of time or who have selected themselves as better prospects.

Remington Rand for example does it with "Systems" . . . a direct mail magazine. Their salesmen, with thousands of products and thousands of suspects, couldn't make "cold turkey" calls pay. So R-R now sends this magazine—devoted to "testimonials" on equipment and reprints of ads—to businessmen across the country. Hundreds of interested folks clip coupons, send them in and qualify as better-than average prospects. Sales calls become worthwhile.

Well, this sort of thing has been going on for years. Why am I so excited about it now? Because, in 1951, three things were true:


a) It's beginning to look as though America's production might well be able to maintain an armed state and *still* produce more than can be sold easily at a profit. Reports on recent appliance sales indicate that possibility . . . if not right now, in 1953.

b) There isn't much more room for lowered costs in the production field. Really. When the cost of manufacturing a pair of Nylon stockings is only 1/10 of the final price, you *can't* save much more in manufacturing but you can save plenty in marketing.

c) *And this is the key reason.* Men in top-management are beginning to see the light. They're beginning to look for real sales engineers. Listen to what a few of them say:

J. J. Nance, Hotpoint's president, at the NSE meeting in New York, said: ". . . marketing technicians have not approached cost reduction in the same manner as engineers . . . there is not the constant search . . . for more precise ways of doing things."


Sales Management Magazine's editor actually uses the word "Machine" when he says, ". . . the Machine Age in retail selling *must* come or our distribution will fall apart . . . the manufacturer must take over a larger share of the



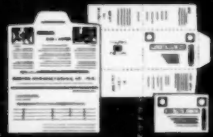
ENVELOPES AND MAIL-VERTISING

**FOR THE
DIRECT MAIL
ADVERTISER**

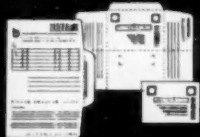
ORIGINATORS OF . . .




**STRIP GUM ORDER BLANK
AND REPLY**




DISPLAY-O-MAILER




DIRECT-O-MAILER




COLLECT-O-MAILER



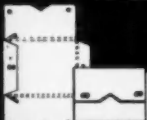
**MAILING
TUBES**



ORDER ENVELOPES



**TWO COMPARTMENT
ENVELOPES**



BOXLET MAILER

Over 1800
different styles
and sizes
of envelopes
... mailing devices
... strip gum
and die cut specialties.

So . . .
if it's unusual let us know!
We probably have
the answer.

And . . .
send for America's
most complete catalog
of Envelopes
... (includes
Packaging and
Mailing Devices . . .
"Mail-vertising"
Business
Getters).

DIRECT MAIL ENVELOPE CO., INC.

15 West 20th St. New York 11, N. Y. WAtkins 4-0500

We don't have your Envelope and Mail-vertising Catalogs . . . so please send them right away . . . FREE!

NAME

FIRM

ADDRESS

CITY ZONE STATE

responsibility for store selling or see his sales diminish." "The thought of what might happen to all of us if the 3½ billion of production expected in 1953 cannot be sold at a profit is frightening. It is not only a problem in domestic economics, but in world politics."

Phillip W. Pillsbury, of Pillsbury Mills, Inc. says, in effect, "Once you start with the problem of how to make the sale, you find you form new concepts and attitudes toward the role of advertising. You begin to give it the same kind of importance that you attach to breathing."

Those are the first few pebbles of the avalanche. For when one company appreciably cuts the cost of sales with more efficient marketing machinery, other companies must follow, quickly . . . or go out of business.

That's the way it was in production . . . and that's the way it will be in marketing.

This, then, is the job of all advertising and sales promotion people . . . to make sure that each advertising program is planned as a solution to a sales problem, not to a standard formula or to use some particular medium.

The greatest danger—and direct mail

people are guilty of it, as well as newspaper, magazine, radio and television folks—is to allow an advertiser to use marketing machinery that is not right for him on the off chance that it might work.

Production machinery manufacturers won't do that. They've learned it's bad business. If a purchasing agent called up and said, "Send me over six lathes, we want to go into production on file drawers," they'd set him straight, steer him to the kind of machinery he needed.

But companies will order—and be sold—marketing machinery that is absolutely incorrect for their problem. Machinery that doesn't have a chance to do the job. Naturally, it won't work. Naturally, they don't trust it next time.

The faith that management has in production machinery has been built up over the years. They've seen it work. Time after time after time. They have records of results. They know it cuts costs; saves money.

To build that same kind of faith in marketing machinery, they must have the same kind of experiences. They must use it. It must work. Time after time after time.

So don't use direct mail if the problem is best solved by television. Don't use direct mail to get inquiries unless you are all set to answer and follow-up on the inquiries immediately. Try to see that each problem is tackled the best way. It will pay off in the long run.

It's this careful, studied approach to the problem that, I believe, will bring Direct Mail's Golden Age. For, in general, this selective, effective, intense, specific, made-to-measure, "engineered" marketing machinery *won't work* without direct mail. Good direct mail. The toughest kind of direct mail. Prompt follow-up on inquiries; referrals to dealers; two-fisted selling letters; attention to details; effort.

Such direct mail can't be handled without an understanding of business organization, of sales promotion methods and of the whole selling process. And it can't be done for a song. It takes time and good judgment—and they both come high.

So you can't produce direct mail like that for peanuts—and you can't encourage management to look at direct mail on a "per impression" basis. For then, compared to mass media like magazines and radio, the investment looks high.

But when management looks at direct mail as a part of a made-to-measure marketing machine, saving the time of more expensive man power, they see

1,000,000 PIECES PER WEEK . . . that's our present addressing and mailing capacity. Because of our unique location, mass mailers can buy our exceptionally fast and flexible service at very low cost. Currently processing for mailers as far from Knoxville as San Francisco at substantial savings. Since the George R. Bryant Co. Inc. has acquired exclusive ownership of all our mail order lists, our 8 year old business is now devoted entirely to the addressing and mailing end of direct mail. So contact Bryant Offices in either New York, Chicago or Los Angeles for the lists. Write us for addressing and mailing quotations.

'Dan' Shone • ALLIED AGENCIES
1202 Bernard Street KNOXVILLE, TENN. Phone 4-3116

Davidson steps into the lead with a **NEW**

and broader line of the most versatile duplicating, printing and folding machines for offices and commercial print shops.

Write for details on how this equipment can contribute to the improved efficiency and operating economy of your business.



Davidson Dual

DAVIDSON CORPORATION
A Subsidiary of Mergenthaler Linotype Company
1048-60 West Adams St., Chicago 7, Illinois

it for what it really is; something that *saves* them money. Good direct mail—like all good advertising—never costs *anything*. It *saves*—or it shouldn't be used.

So that's the first thing you can do. Look at direct mail as part of a money-saving marketing machine. Learn more about marketing and sales. Learn more about letters. Even I have been amazed recently, at the effectiveness of letters. Not only in my own experience, but for others. Floyd Odlum, president of giant Atlas Corporation, hides away on a desert ranch so he won't be bothered. Heinz Rollman *wrote him a letter* trying to sell him controlling interest in a shoe company. Upshot—Odlum came in. Salesmen couldn't see him; a letter did. Mail can go where salesmen can't.

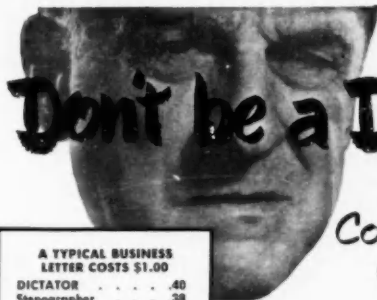
When Ben Duffy wanted to get the Lucky Strike account for Batton, Barton, Durstine and Osborne, he opened his campaign with a *letter*. Chances are he had mailed lots of "bird dog" letters. This one flushed a warm prospect. Made his "salesman's call" worth while. In neither case, of course, did these men *start* with the idea of "sending out some direct mail." They started with a *problem* and tried to find out *how to solve it*. Like so many others who start with their problems and tailor their marketing machinery to the problems, they used letters as part of the answer. They got results.

You've all seen cases where direct mail didn't get results, haven't you? You wonder how one can be sure that direct mail *will* work. Well, it doesn't work *every* time. No sales method; no advertising medium is sure fire.

But I'll tell you this: When you use direct mail on somebody's whim, you'll probably be disappointed. But when you start with the sales problem; approach it like an "engineer"; have even the *slightest* idea of what you're doing and then decide that direct mail is the best bet to solve that problem . . . you'll be *satisfied* more often than not.

Tailored-to-the-problem "engineered" market machinery is the answer to our next round of prosperity. It will save money . . . cut marketing costs . . . and raise the standard of living for all. Like all machinery, it will raise most the wages of those who design the machines, make the machines and run the machines.

Because direct mail is vital to it, success will come to those who use direct mail wisely. If you will study the sales problem; understand the powerful force that direct advertising has, and use it honestly and intelligently, you can share in Direct Mail's Golden Age.



Don't be a Dictator!

Cut your
Correspondence
Costs 40%

A TYPICAL BUSINESS LETTER COSTS \$1.00	
DICTATOR40
Stenographer39
Overhead16
Mailing033
Filing015
Stationery005
Supplies004
Ribbon002
Carbon Paper001
TOTAL COST OF LETTER \$1.00	

EVER FIGURE OUT what a business letter costs? Well, take a look at that chart. At the top of the column is the high cost of dictation—40c, or 40%—your cost. Add your stenographer's time, and these two items alone represent about 78% of your correspondence expense.

Nothing can be done about that, you say? Oh, yes you can...with Auto-typist! Your routine correspondence—sales, service, collections, and the like—can be processed with this modern business machine that automatically turns out individually typed letters personal as your signature!



Auto-typist

MODEL 5060

Models To Meet Every Requirement



Model 5030 Selector

Operates any typewriter. Permits pushbutton choice of 5-20 different letters.



Model 5100 Space Saver

For smaller office. Automatic operation of any electric typewriter.

Auto-Typist Dual Selector contains two large record rolls carrying 100 or more prepared paragraphs. By merely pushing buttons, operator selects the paragraphs to be typed, choosing them in any sequence. Auto-typist runs them off just like a player piano . . . stopping automatically, anywhere in the body of the letter, so that names, amounts and dates can be inserted manually to keep the letter completely personal. Auto-typist 5060 operates any typewriter, manual or electric. Send coupon for your free literature.

AMERICAN AUTOMATIC TYPEWRITER COMPANY

614 North Carpenter Street, Dept 21, Chicago 22, Illinois
Please send me full information on the Auto-typist and your free "How to Use" Booklet.

Name
Firm
Address
City Zone State

DIRECT MAIL ADVERTISING IN U. S. EDUCATION

by Herb Buhrow

REPORTER'S NOTE: This report needs an explanation. It will not help any of you at present to plan or prepare better direct mail. But it reveals one of the inherent weaknesses of direct mail—the lack of adequate training. We ask you to read this carefully. Then show it to the administrators or professors in the school with whom you have closest contact. You may be able to help in setting up a long range program which in the future will provide more competent young people for the direct mail field.

Those who have seen advance copies of this report think it is one of the most brilliant efforts ever made by a DMAA Committee.

Based upon an exhaustive survey, this report offers both an analysis of the current status of Direct Mail Advertising in United States education and a recommended course of action for improving that status.

The Committee's work began with a thorough review of the curricula of 994 recognized educational bodies in the U. S. and its territories. All courses of study in advertising, selling, retailing, public relations, and allied subjects were searched for their recognition of and training in Direct Mail Advertising methodology. (See Appendix A)

The literature of advertising too was investigated for the relative position it accorded this medium.

The surveys and opinions of the national advertising expenditure over recent years were likewise studied for their appraisal of the place of Direct Mail Advertising in the business budget. The single outstanding finding discloses Direct Mail Advertising as a paradox in both the education and business worlds. Two texts—published almost two decades apart, the more recent in 1951—inform the reader as follows:

1) "Direct Advertising is the most widely used of all advertising media . . . In practically every advertising campaign, it will be found functioning either as a primary or as a secondary medium . . . No matter what other media may say about direct advertising's limitations, they all use it in one form or another . . ." (Agnew and Dygert—Advertising Media)

2) "Because direct advertising can be used effectively by all advertisers—from the smallest . . . to the largest—it has won the reputation of being the most frequently used form of

advertising media . . . the leading form of advertising media from the standpoint of number of people which as an industry it employs." (Brennan—Advertising Media)

Published figures in *Printers' Ink* and *The Reporter of Direct Mail Advertising* show that approximately twenty-five percent of the U. S. advertising appropriation is devoted to various types of Direct Mail Advertising—for an annual expenditure in the neighborhood of one billion dollars.

Yet at the start of 1951 only 13 out of 6728 college and university courses devoted to advertising and allied subjects dealt exclusively with Direct Mail Advertising. (See Appendix B)

It is readily observed from the foregoing highlights that concrete action must now be taken if Direct Mail Advertising is to retain or advance its standing as a promotional medium, as a course of study, and as a career.

Additional surveys should be made preparatory to taking soundly-based and intelligently-aggressive steps to win further recognition among educators and advertisers.

1) Outlines of the courses currently given should first be obtained. These should be examined for their mutual features in an effort to produce an "ideal" course which could be promoted as one reflecting the best pedagogical experience.

2) Advertising and Sales Managers should be sent a questionnaire in an effort to ascertain

what qualifications are sought in job-applicants who will be involved in direct mail work. Findings will serve to shape the "ideal" course as one meeting practical requirements.

With such research completed and a standardized course developed the Direct Mail Advertising Association, through its Education Committee, will be prepared to take subsequent, general action along the following lines (though not necessarily in the precise order given):

1) Form a special or advisory "panel of educators." This panel would be ideally composed of all who are giving Direct Mail Advertising courses (and possibly those teaching immediately-related courses). It is felt such instructors should be drafted rather than asked to join—even if some device for appointing them would have to be invented. (A mass award honoring these modern pioneers in this field of education might serve to unite the group from the start and make appointment to the panel a simple, automatic act.)

2) Whether or not these educators are now panel members they should be further awarded lifetime honorary memberships.

3) The "lifetime honorary membership" device should also be employed on a broader scale among educators although this must not be done indiscriminately.

4) If possible, the awards mentioned in items 1, 2, and 3, above, should be presented at a special gathering or occasion, or on a significant date. The occasion should be more important to the educational world than to the field of advertising. Every educational publication having a possible interest, including every college paper, should be sent publicity. (The advertising press would be covered independently of course.)

5) Proffer the publicized "ideal" course to all organizations presently having courses in advertising and allied subjects.

6) Publish an "Advertising Educator's Newsletter." Its purpose: to offer news and comment about direct mail's relationship to all other promotion, and particularly about developments in the area of instruction in Direct Mail Advertising. This letter should be issued regularly, possibly monthly, without charge.

7) Prepare a booklet dealing with "Careers in Direct Mail Advertising." Make it available for free distribution to students through instructors. It should play up scope of field, variety of job opportunities, earning potential,

Herb W. Buhrow . . .

H. W. (Herb) Buhrow headed the DMAA Educational Committee last year (hope he continues) and this is the result of his work and analysis. Herb (for those of you who don't know) is Manager of the Industrial and Business Book Department of McGraw-Hill Book Company, 330 West 42nd St., New York 18, N.Y., which includes the mail sales division. He has been a leader in all sorts of direct mail activities and a consistent award winner. During the war, he was on General MacArthur's Public Relations Staff . . . and organized the Pacific Advertising Club, a group of former advertising people from all branches of the service who met regularly and maintained their contacts with their peacetime profession. We are glad to print Herb's thorough and intelligent analysis . . . as a service to all who want to see direct mail grow and prosper.



exciting and responsible nature of the work, types of companies, general advice and guidance, personalities, etc.

8) Develop an extensive bibliography of literature dealing directly and indirectly with Direct Mail Advertising. This might take the form of a classified compilation of all books available from publishers or through libraries, including those with partial coverage of the subject. It should be considerably more comprehensive than the U. S. Department of Commerce offering. Magazine articles should also be included.

9) Maintain close liaison with state government Departments of Education, keeping them informed of all DMAA educational activities, publications, programs, etc.

10) Keep Chambers of Commerce and Trade Associations similarly posted. Investigate the possibility of establishing a separate communications program for these groups since they are often associated with educational courses within industry.

11) Hold a contest among advertising students, annually at least, possibly each semester. Entry to be a paper on some phase of Direct Mail—with the actual phase selected at the start by the Association and varying from contest to contest; this would permit the various advantages of the medium to come in for their share of the spotlight. The contest might be worked into term projects. The award for the best paper could be in the form of a scholarship; conferment should be made under circumstances most conducive to academic publicity.

12) Devise a "special study program" whereby members of advertising teaching staffs would be offered temporary and/or summer employment in Direct Mail operations. Such a program would broaden the experience and perspective of educators, and subsequently improve the instruction of students as well as develop, in the minds of both, a better appreciation of the place and problems of Direct Mail Advertising. (Editors Note: City College (N.Y.) already has such a program).

13) Place an instructor in advertising on the agenda of each annual DMAA Conference. His presentation should be a report on Direct Mail in Advertising Education.

14) Plan a series of research projects which would utilize the services of advertising students. This would provide practical "exposure" to the industry's problems and would doubtless stimulate interest in the subject on the part of many students.

15) Establish liaison with education committees of other advertising associations. Exchange information and cooperate on mutually beneficial programs. Consider also the establishment of an "Advertising Education Council" composed of members from cooperating organizations; before advancing the idea, however, weigh carefully the possibilities of the subordination which Direct Mail might receive in the broad program any such Council would necessarily have to promote.

16) Invite instructors and their classes to visit "Circles of Information" sessions when held in localities enabling this.

17) Aggressively promote student tours through companies whose work is directly or indirectly involved with Direct Mail Advertising.

18) Select an "educator of the year." Basis for the selection would be a particular activity of the instructor and/or his students as a group.

19) Build a complete library of reference and textbooks. This can be done at a very small cost by securing books for review. Publishers will undoubtedly cooperate when it is explained that their books will be brought to the attention of both practitioners and

Increase YOUR RETURNS at No EXTRA COST

RETURN ENVELOPES

Use MINT-E-SEAL® — the flavor seal envelope for your next Return Envelope mailing. Its delicious mint flavor adds return percentages, promotes good-will and leaves a pleasant taste.

TEST — on ½ your test mailing imprint this line:
"This is Mint-E-Seal® flavored dextrose gum," under gum sealer of reply envelope.

Supplier:
Sheppard Envelope Co., One Envelope Terrace,
Worcester 4, Mass.

Idea File #521*



Yes, Sir! that's my baby. Envelope ideas that bring in more replies at no extra cost . . . and the above does that very thing. Of course, I'm not going to guarantee that you won't get some blanks. People just naturally like Mint-E-Seal so well — they just blissfully seal the envelope and forget to put anything in it but anyway, we print the Mint-E-Seal® line for free we even match it in same color as address side which is printed for as little as half-a-buck a thousand.

* Drop me a 2¢ postcard with name and address and I'll send you actual file card and samples along with taste test labels you can nibble on for dessert.

MINT-E-SEAL **Envelopes**
(REG. U. S. PAT. OFF.)

by

Sheppard
ENVELOPE CO.

ONE ENVELOPE TERRACE • WORCESTER 4, MASS.

educators under a program which will encourage their use.

20) Assist educational institutions in introducing and improving courses by finding practitioners willing to devote time to teaching.

21) Maintain a roster of all students taking courses in Direct Mail Advertising. Offer a free, short-term, "junior-associate" membership in recognition of completion and as a gesture of welcome into the field.

22) Publish news of junior-associates in Member Bulletin and in Advertising Educator's Newsletter.

The above suggestions relate essentially to the college level. As progress is made in this area, further investigation should be directed at the high

school level where interest in advertising and related studies has been reported as growing "tremendously." The number of high school students presently taking these courses has almost doubled in the last decade and a half, according to the federal Office of Education. Vigorous effort to introduce education in Direct Mail Advertising at this level should result in both a desire to pursue further such studies at the college level and in an early appreciation of the medium.

It is fully realized that the above

outline represents a proposal for action rather than a report of action taken. Much time has been devoted to a groundwork of thought in the belief that objectives are better achieved when sound planning precedes activity. While details still remain to be filled in, a basic plan now exists that can guide future committee members in taking concrete, related steps to strengthen and advance the status of Direct Mail Advertising in the realm of U. S. education. At least, this report has been prepared in the hope that it provides such guidance.

Appendix A

This report is based on a study of the curricula offered by the following types of organizations:

- A. 921 degree-granting colleges and universities
- B. 56 colleges and universities with extension correspondence courses
- C. 10 private home study schools
- D. 27 advertising clubs

Appendix B

Out of 6728 individual college and university courses listed, 13 were found to be devoted exclusively to the subject of Direct Mail Advertising. However, not even for this limited number is there agreement as to identification of the courses:

8 courses are listed as "Direct Mail Advertising"

3 courses are listed as "Direct Advertising"

2 courses are listed as "Direct Mail"

An additional 7 college-level courses indicate a substantial coverage of Direct Mail Advertising principles, practices and problems. These are identified as follows:

3 courses: Retail and Direct Advertising

1 course: Direct Advertising and Mail Order Selling

1 course: Sales Promotion and Direct Mail Advertising

1 course: Selling by Mail

1 course: Mail Order Advertising

Including all 20 of the courses listed above, Direct Mail Advertising ranks as follows with courses devoted to other media:

Direct Mail Advertising	20
Newspaper Advertising	45
Radio Advertising	101
Newspaper and Radio Advertising (combined)	1
Television Advertising	5
Radio and TV Advertising (combined)	15
Outdoor Advertising	3

Indicating the lack of appreciation of Direct Mail Advertising in the college area are the following facts:

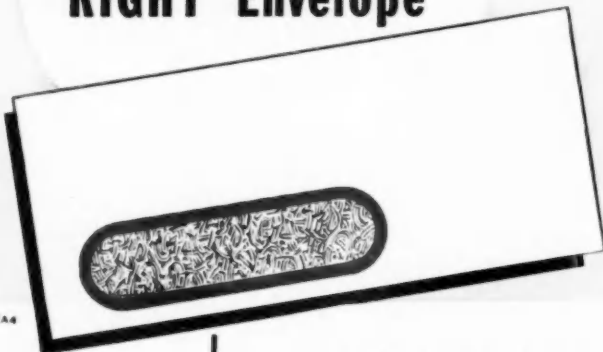
Of the 43 colleges offering courses in Newspaper Advertising, 29 offer no instruction in D. M. A.

At 76 colleges where Radio or Television Advertising is taught, no courses are available on D. M. A.

1 university offers a course on Airline Advertising but has nothing on D. M. A.

1 university teaches Roadside Marketing but not D. M. A.

\$33,000 from the RIGHT Envelope



EA4



This 144-page, pocket size Handbook — concise, complete, authoritative — is crammed full of new profit opportunities for you.

The mailings, the lists, the offers were essentially the same. But careful testing showed that of three different types of "outlook" envelopes, one produced 5% greater returns — an annual potential of \$33,000 additional business for the direct mail advertiser who made the test.

It pays to use the **RIGHT** envelope. And now, with this new "Handbook of Envelope Products and Purposes," U.S.E. makes it easy to find just the **right** envelope for every job.

Available on request through printers, paper and envelope merchants. Reserve your copy now.



UNITED STATES ENVELOPE CO.
14 Divisions from Coast to Coast
SPRINGFIELD 2, MASSACHUSETTS

1 university offers a course in Egg Marketing, but nothing in D. M. A.

1 university teaches Hotel Merchandising, not D. M. A.

1 university teaches Lumber Merchandising, not D. M. A.

1 university teaches Cotton and Tobacco Marketing, but not D. M. A.

1 university offers Marketing Apples and Small Fruits, but not D. M. A.

Naturally the basic advertising courses are given in the greatest number. Under a variety of listings these total 427. Direct Mail Advertising shares in the sketchy coverage of the many aspects of the overall subject in the majority of these fundamental courses. And further, but necessarily brief, treatment of Direct Mail Advertising would, of course, also be included in the advanced general courses. Other college courses which touch upon Direct Mail Advertising include:

General Media 22 courses
Advertising Copywriting 107 courses
Sales Promotion 48 courses

Of the 157 correspondence courses offered by 36 colleges and universities not one is on Direct Mail Advertising.

Of 50 home study courses offered by 10 private schools one is on "Direct Mail Advertising." Another related course is entitled "Sales Letters and Circular Writing."

Of 88 courses offered by 27 advertising clubs, 3 are on "Direct Mail Advertising." Another is on "Sales Letter Writing."

The courses mentioned in this report are given at the following institutions:

University of Southern California (Direct Mail Advertising)

University of Kansas (Direct Mail Advertising)

College of the City of New York (Direct Mail Advertising)

Long Island University (Direct Mail Advertising)

Manhattan College (Direct Mail Advertising)

Lewis & Clark College (Direct Mail Advertising)

Texas State College for Women (Direct Mail Advertising)

University of Texas (Direct Mail Advertising)

Armstrong College (Direct Advertising)

New York University (Direct Advertising)

Youngstown College (Direct Advertising)

Michigan State College (Direct Mail)

Pace College (Direct Mail)

Bessie Tift College (Retail and Direct Advertising)

Suffolk University (Retail and Direct Advertising)

University of Missouri (Retail and Direct Advertising)

Boston University (Direct Advertising and Mail Order Selling)

University of Puerto Rico (Sales Promotion and Direct Mail Advertising)

University of Oklahoma (Selling by Mail)

College of the City of New York (Mail Order Advertising)

International Correspondence Schools (Direct Mail Advertising)

La Salle Extension University (Sales Letters and Circular Writing)

Advertising Club of Louisville (Direct Mail Advertising)

Poor Richard Club of Philadelphia (Direct Mail Advertising)

Chicago Federated Advertising Club and Women's Advertising Club of Chicago (Direct Mail)

Advertising and Sales Club of Kansas City (Sales Letter Writing)

Want More Business in '52?

Then let us improve your direct mail. Let us go over your letters, brochures, circulars, catalogs and whip them in shape to do a hard-hitting selling job.

We are not miracle men. We are down-to-earth specialists, with years of experience and technical know-how. We begin where space advertising leaves off and carry on until the sale is made. We study your market. We analyze your product. We write all the direct mail sales material that is needed by you, your dealers, your retailers to promote your product and make the sale. We work out plans for its use—plans that will yield best results.

If you are in any business that uses the mails to do a public relations or a selling job, if you are a

Manufacturer
Retailer
Dealer

Banker
Publisher
Mail Order Operator

Chase and Richardson, Inc. can show you
how to get more business in 1952

It Won't Cost You a Cent to Find Out

Let us look over the direct mail material you now use and suggest ways to improve it. Let us show you how to get more business at less cost in 1952 by using direct mail more effectively. We shall be delighted to do this, and it won't cost you a cent.

Please 'phone us at Murray Hill 2-8285, or drop us a note.

Some Concerns We Have Served:

Union Bag & Paper Co.
Hope Webbing Company
McGraw-Hill Pub. Co.
American Home Magazine
Encyclopedia Britannica
The Hecht Company
Lansburgh & Brothers
Medical Research Press
American Instrument Co.
Henry Holt & Co., Inc.
Wilfred Funk, Inc.
Shenandoah Mfg. Co.
Short Line Bus System
Crosse & Blackwell Co.
Nurscraft Greeting Cards
Doubleday & Company
Dime Savings Bank, Bklyn.

Some Products We Have Helped to Sell:

Books
Paper Bags
Toys
Hospital Equipment
Narrow Fabrics
Fund Raising Drives
Investment Securities
Bank and Financial Service
Steel Castings
Mag. & Newspaper Cir.
Dept. Store Merchandise
Electrical Equipment
Transportation
Scientific Testing Equip.
Food
Trade Associations
Household Equipment

Chase & Richardson, Inc. 9 East 45th St., N.Y. 17, N.Y.

More for YOU in '52!

If you have a quality responsive List of Mail Order Buyers or Inquirers on which you welcome **EXTRA PROFITS**, send full details, count by years, how arranged, best rate (including our 20% brokerage commission), etc.

REGISTER EXCLUSIVELY with **MAIL ORDER LIST HEADQUARTERS** for extra nationwide development of revenue without any extra cost to you.

If your Lists are already registered, air mail latest estimated counts to Jan. 1st, 1952.

MOSELY SELECTIVE LIST SERVICE Dept. R-1-B

38 Newbury Street, Boston 16, Mass. Commonwealth 6-3380

► Mosely Sends the Checks!

Price only \$2.00 postpaid.



Black & White, Benday & Color Process

GET THE FACTS ABOUT PHOTO-ENGRAVING!

Answers to hundreds of photo-engraving questions are available to you now, in 108 pages—lavishly illustrated in black and white, and color. Just drop us your check or money order in the next mail.

HORAN ENGRAVING COMPANY, INC.

44 WEST 28th STREET, NEW YORK 1, N. Y.
Telephone MU 9-8585 Branch Off.: Market 2-4171

"24 HOUR SERVICE"

Please send me (prepaid) _____ copies of your 108 page revised book, "The Art and Technique of Photo-Engraving". My check for \$..... is enclosed.

NAME
STREET
CITY STATE



REPORTER'S NOTE: Here is the first article by a young fellow we first heard speak at the October 1951 Milwaukee Convention of the Mail Advertising Service Association. Asked him to change his talk around to fit our audience. It might have been better to retain the humorous part where he told about being ready to close up shop until he stumbled onto the idea of selling Texas merchants on the value of going after inactive accounts. Our new author operates the Gordon Morrison Letter Service at 120 East Seventh Street, Amarillo, Texas. He has had a colorful career: has a dynamic personality; is a teller of fabulous stories. Was born in Oklahoma Indian Territory; was graduated from University of Oklahoma. Class of 1932 in Journalism. At one time was a traveling salesman . . . then eight years in newspaper work. Managed the Credit Bureau of Amarillo and the Amarillo Better Business Bureau. Was president for two years of the Texas Better Business Bureau . . . youngest fellow to hold such a job. He landed in direct mail by accident . . . writing sales letters for local firms as a hobby. You should learn a lot from Gordon's style of thinking. Next month . . . we'll give you another case-history type of story on reviving lost accounts.

"Though fire, or storm, destroys my fine buildings, fixtures and merchandise I have lost little as long as I keep the loyalty and goodwill of my customers."

—John Wanamaker

"Paying attention to the simple little things that most men disregard as unimportant makes a few men rich."

—Henry Ford

No merchant prince in all history knew the value of a customer more than John Wanamaker. He understood people and knew how to treat them to inspire loyalty and goodwill. He gave them dollar for dollar values, honestly advertised, then expressed appreciation for their business at every opportunity. To Wanamaker customers were not NAMES on his books . . . they were living, breathing emotional human beings who responded to individual attention and who appreciated appreciation.

Wanamaker never neglected a customer, nor would he permit his employees to neglect them. Like Henry

Why Customers Quit and How To Bring Them Back

by Gordon K. Morrison

Ford, he paid "attention to simple little things."

In contrast to Wanamaker's customer-relations, the average business, today, according to the RETAIL LEDGER, is losing regular customers at the rate of 15% a year.

The full impact of a 15% annual loss of regular customers can be gotten from the following table which shows, by simple arithmetic, that 81 out of every 100 customers drift away in ten years:

15 customers are lost the 1st year leaving 85
13 customers are lost the 2nd year leaving 72
11 customers are lost the 3rd year leaving 61
9 customers are lost the 4th year leaving 52
8 customers are lost the 5th year leaving 44
7 customers are lost the 6th year leaving 37
6 customers are lost the 7th year leaving 31
5 customers are lost the 8th year leaving 26
4 customers are lost the 9th year leaving 22
3 customers are lost the 10th year leaving 19

At the end of 10 years only 19 out of every 100 regular customers remain active on the books of the average business. The loyalty and goodwill of the other 81 have been lost. Usually because of neglect.

Modern business is so intent upon increasing sales by gaining NEW customers that little, or no, attention is paid to regular customers who stray away. Few executives realize they have an unworked gold mine in customers already doing business with their firm. Fewer still take no account of the cost of getting a customer and the actual loss of invested capital that goes with a customer who quits.

How Much A Customer Is Worth

If you want to determine how much your company loses in business when a customer quits, simply divide the number of customers served in one year by your annual gross sales. This gives you the value of an average customer. If interested in finding out how much business your firm lost last year, from inactive customers, multiply the average customer's worth by the number of in-

active accounts on your books. The answer will be an eye-opener.

For the purpose of illustrating the value of customers, and losses sustained when customers become inactive, I have selected statistics gathered by Jean Blum, an authority in retail circles. Mr. Blum collaborated with stores in more than a hundred cities to find out how much customers spent, what their buying habits were, and what caused them to quit at the rate of 15% a year. Listed below are annual amounts spent with certain types of business:

Department Stores	\$362.00 per year
Men's Clothing Stores	197.00 per year
Ladies' Ready-to-Wear	236.00 per year
Furniture stores	*\$187.00 per year
(after the home is furnished)	
Jewelry Stores	89.00 per year
Drug Stores	*256.00 per year
Service Stations	215.00 per year
Light Car Service Dept.	*240.00 per year

*Figures altered by later statistics gathered from Trade Groups.

These figures are based on National averages and will be higher, or lower, in individual cases. They are exact enough, however, to compute fairly accurate examples in estimating a customer's worth.

For a concrete example, let's see how much business a department store loses in one year from 100, 500, and 1000 inactive accounts. (Average customer is worth \$362.00 per year).

100 dormant customers x \$362.00
= \$36,200.00 lost business
500 dormant customers x \$362.00
= \$181,000.00 lost business
1000 dormant customers x \$362.00
= \$362,000.00 lost business

Formidable as these figures are they do not include ALL the loss suffered when a customer quits. There is another, though smaller, loss that represents actual cash spent to gain the customer in the beginning.

Cost of putting customers on the books of a business vary with types of business and methods of selling. Authorities, who have studied such costs,

agree that the average business spends \$20.00 each to gain customers. In most businesses the cost is higher.

Taking the national average of \$20.00 to gain a customer we can complete the example of a department store's total loss on 100, 500 and 1000 inactive customers.

100 customers costing \$20.00 each to gain
 = \$2,000 investment
 \$2,000 + \$36,200.00 lost business
 = \$38,200.00 total loss.
 500 customers costing \$20.00 each to gain
 = \$10,000 investment
 \$10,000 + \$181,000 lost business
 = \$191,000.00 total loss.
 1000 customers costing \$20.00 each to gain
 = \$20,000 investment
 \$20,000 + \$362,000.00 lost business
 = \$382,000.00 total loss.

The average department store with 5,000 accounts has \$100,000.00 invested in gaining customers. And unless an effective customer-relations program is being conducted 750 of its regular customers are quitting each year.

Why Customers Quit

*"Bring back, Oh Bring back,
 Oh Bring back my Bonnie to me"
 "If you had treated her right your Bonnie
 would never have gotten away from you"
 —Tim Thrift*

Tim Thrift had something. Customers quit because business failed to let them know that they were important, appreciated, and wanted. This was forcibly brought to my attention when I was manager of a Merchant owned Retail Credit Reporting Agency. I sat in a glassed in office where I could see, and be seen, by anyone in the building. Usually when a customer came in I would look up and wave or say hello. One customer, however, chanced to pass my office about a dozen times when I was busy and didn't wave. One day he told my office manager that it didn't look to him like I appreciated his business because I never had time to say hello.

I was amazed at the customer's remark, because actually he wasn't a customer. He and 450 other business and professional men were the owners of the organization. I was only a coordinator, so to speak, to see that all members received prompt and accurate credit information. The "customer" didn't look at it this way. He evidently reasoned that he was paying good money for his credit reports, I was in charge of the office, therefore he was "trading" with me and he wanted to be made to feel that his "business" was appreciated.

I've never learned a more valuable lesson. If a part owner, or stockholder, felt slighted because no effort was made to show appreciation . . . how much

66 YEARS

Direct Mail and Ponton Have Been Partners That Long . . .

Ponton now actively serves over 19,000 clients with accurate and complete mailing lists. Over 15,000 various lists are available including:

- 260,000 Manufacturers, giving main office and plant addresses; no sales offices included.
- 150,000 Wholesalers, Jobbers and Distributors, main buying offices.
- 1,400,000 Merchandise Retailers; selected by type store.
- 500,000 Service Companies; selection by type business possible.
- 4,000,000 Business Executives, covering United States. Selection can be made by income or occupation.
- 2,000,000 Home Owners; owners of better class homes can be selected.
- 8,000,000 Housewives; better class selection can be made.
- 1,725,000 Professions, including:

163,000 Physicians	70,000 Dentists
175,000 Attorneys	18,000 Optometrists & Opticians
20,000 Accountants	17,000 Chiropractors
100,000 Engineers	14,000 Architects
150,000 Nurses	998,000 Teachers
- 2,000,000 Career Girls.
- 3,000,000 Male Factory Workers.
- 2,000,000 Female Factory Workers.

When a direct mail program is being formulated, contact PONTON!

Ponton's Famous List O'Trades for 1952 Now on Press . . .
 128 Pages . . . Most Complete Catalog of Compiled Mailing
 Lists Ever Published. Write Now for Your Free Copy.

COMPLETE
MAILING
AND
ADDRESSING
FACILITIES

W. S. PONTON *List* inc.
 AT THE HEAD OF THE

SALES OFFICE
50 East 42nd St., New York, N.Y.

PRODUCTION PLANT
44 Honeck St., Englewood, N.J.

**Mailing Lists AND
ADVERTISING
COPY**
CARL V. TORREY CO., DEPT. C, MELROSE 76, MASS.
SEND FOR INTERESTING FREE BOOK!



more important it is to show appreciation to customers that have no connection with a firm, other than buying from it. From that day to this I've not neglected a customer . . . and I lose mighty few.

People like individual attention. They yearn to be appreciated. If something isn't done by someone to let customers know they are important to the business . . . a good percentage will drift off to firms who take a little time to pay "attention to the simple things" that customers love.

Jean Blum found that regular customers quit for six major reasons and broke the percentages down as follows:

- 68% quit because of discourteous treatment, poor service or indifference.
- 14% had grievances which were not adjusted.
- 9% were lured away by lower prices.
- 5% were influenced, by others, to trade elsewhere.
- 3% move away.
- 1% died.

100%

82% of all lost customers quit because of **NEGLECT**. 68% leave because someone was discourteous, or service was poor, or the firm seemed indifferent to the business it was getting from them. 14% had grievances, either real or imaginary, which were not adjusted. In one, or all, of these instances the customers felt they were being **NEGLECTED**.

No one likes to be neglected. Put a baby in his cradle and go out of the room and he will set up a howl. Old folks complain because their children seemingly neglect them. All through life, from the cradle to the grave, people strive for attention and when they don't get it, they feel neglected.

Customers are no different! They, too, resent neglect. When Mrs. Busy Body storms into a store, woe be it unto the clerk who doesn't jump to serve her. The Country store owner who orders one-twelfth dozen dresses thinks his order is just as important as another store owner who orders by the

gross . . . and to him it is just as important. The executive who stops by the newsstand in his office building frowns when the clerk forgets his favorite brand of cigars, and becomes unhappy if the elevator girl doesn't remember to let him off at his floor in spite of the fact he didn't tell her the floor number when entering the car. People are so engrossed in themselves they believe everyone should know what they are thinking and when others do not react according to expectations, they feel neglected and unappreciated.

In pointing out to my clients that 82% of their lost customers quit because of neglect, I usually hear something like this . . .

"I know it . . . I know it! But what can you expect with the kind of help I have to hire. They are dumb, indifferent and just don't care. The whole world is going to Pot!"

This isn't true!

I mingle with clerks, stenographers, credit people, truck drivers, printers, shipping departments personnel, salesmen, bookkeepers, junior executives and management. It's my job. These people are customers of my customers and I must know how they think in order to write copy that will be effective with them. I have found nearly everyone of these folks to be ordinary human beings who are interested in their work, seeking self improvement, eager for a little praise and appreciation and trying to serve their employer to the best of their ability. Of course there are the misfits who are careless and lazy. But I can remember lots of people just like them back in the depression when jobs were hard to find. The greater majority of employees are interested in doing all they can to increase business and hold customers. Certainly they are not stupid.

One of the services available to clients who retain me to create direct mail campaigns for their active and inactive accounts, is holding informal meetings with their employees. The purpose being to explain the program, discuss pertinent facts about customers, and emphasize how important point-of-contact customer-relations is to the success of the mail campaign.

These little meetings always please me because of the interested attention of the employees and the eager questions they ask about the campaign. There is an intense desire among the majority to learn all they can about the business in which they are engaged. Seventy-five percent of them marvel at little tricks of handling people who were old in 1939. The reason is that for ten years no one has bothered to teach salesmanship, and most employees, with whom

I talk, were either in school, or in the service, ten years ago. It must be remembered, too, that 48% of the people working today do not remember business conditions prior to 1940.

When considering how to eliminate losing customers because of indifference, poor service, and discourteous treatment it is best to begin with company policy before putting all the blame on employees. Few firms ever write a letter to a strayed customer asking why he quit and inviting him back. Probably the customer did quit because of discourteous treatment from an employee, but he could have been saved with a little attention from the main office. It is surprising how a friendly little letter will uncover defects in the sales or complaint departments. Once a business is aware of the situation the job of correcting it, and saving a customer at the same time, is two-thirds done. Perhaps the customer strayed away for no good reason. Just left. A friendly little letter will go a long way towards bringing him back. At least it will show the customer that he was missed, and that his business is appreciated. People like individual attention . . . so if they like it, give it to them. John Wanamaker, and others like him, did, and it pays off in big dividends.

*"Old Wood to Burn
Old Books to Read
Old Wine to Drink
Old Friends to Trust"*

Old customers, like old wood, books, wine and friends are the best. Old customers are familiar with the business, they require no confidence-building selling effort, no credit investigation nor bookkeeping expense. They know the product, or service, and apparently they are satisfied or they would not be old customers. Most business men agree that one good old customer is worth two new ones.

Most inactive customers would be active if business had paid a little special attention to them in the first place. But . . . when a customer quits or strays for any reason, he better not be left untended too long, or the chances of getting him back will diminish with the length of time he is gone.

The best way to bring a customer back is to look him up and talk things over. Ask him why he quit, tell him his business is appreciated, and invite him back. If some grievance exists, go to any reasonable length to adjust it to his satisfaction.

If it isn't practical to talk to customers in person, then write sincere friendly letters telling them essentially what would be said in a personal interview

... and just as important ... tell it in the same way!

If a customer does not respond to letter number one, write another, and another and another until he answers, resumes buying, or is given up as completely lost. The cost of a few letters is insignificant when compared to business lost while the customer is dormant plus the cost of gaining him originally. Enough inactive customers will appreciate the attention paid them to come back in sufficient numbers to make the letters profitable.

When contemplating a series of letters to revive inactive accounts much thought should be given to copy. Dashing off a letter just to get something in the mail because business is slow won't bring maximum results. Nor will thumbing through a book of "ideal letters for all circumstances" and finding one that "sounds good" do the job expected. The "ideal" letters were written for people in different localities and usually under different circumstances.

When I started THE MORRISON PLAN, for reviving inactive accounts, I found it easier to "lift" other people's letters than to write my own copy. Returns from "borrowed" letters never exceeded 10%. Something was wrong because the letters I was "stealing" were reported to have pulled as high as 50% for their original users. One day I was asked to create a campaign for a firm that I knew quite well and whose customers were people with whom I associated. I wrote original copy for the campaign and the company enjoyed a 40% revival of dormant customers who received the letters. This taught me to analyze the business, learn all I could about its customers and write letters that sound sincere and genuine. I may shop around for an idea now and then, but never for copy.

Letters to revive inactive accounts should be planned with the same painstaking care every sales presentation demands. Customers become inactive for a reason. The reason, in most instances, is unknown. To find that reason, overcome it and bring the customers back requires a thorough understanding of the people addressed, and adroit handling of words. Each letter should be created, not copied, with a composite picture of all the customers in mind and written to one special individual.

The number of letters necessary to do a thorough re-selling job on inactive accounts will vary with the kind of business and buying habits of its customers. I consider three letters to be the minimum for an effective campaign and strongly recommend using from

five to eight letters.

A Chicago department store tested 5 letters on 500 inactive accounts and revived 248 or 48%. Here are the results by letter:

Letter Number 1	revived 50 accounts
Letter Number 2	revived 24 accounts
Letter Number 3	revived 48 accounts
Letter Number 4	revived 48 accounts
Letter Number 5	revived 76 accounts

Letter number 5 out-pulled letter number 1 by 56%.

Tests can be deceiving. However, a mail campaign created to bring back lost customers will bring almost uni-

form results if the letters are properly planned, skillfully worded, and thoughtfully scheduled for mailing. The old law of averages will apply very profitably under these conditions.

Ralph Waldo Emerson wrote, "Eloquence is changing the opinions of a lifetime in twenty minutes." Effective letter copy, written to bring back inactive customers, must be better than eloquent. It has less than two minutes to soothe ruffled tempers, do a real selling job, and bring back a customer who probably swore that he would "never do business with that firm again."

As Your Mailing List Broker

HERE'S WHAT **GEORGE R. BRYANT** WILL DO FOR YOU

- ✓ Make custom consumer direct mail list selections for your offers
- ✓ Use mailer-owner direct mail and mail order experience for you
- ✓ Give practical understanding to your individual problems
- ✓ Speed service for you from New York, Chicago or Los Angeles offices
- ✓ Obtain revenue for you through careful rental of your lists

YOU CAN REACH US AT **GEORGE R. BRYANT COMPANY**

CHICAGO . . . 75 East Wacker Drive, Chicago 1 • STate 2-3686

NEW YORK . . . 595 Madison Avenue, New York 22 • MUrray Hill 8-2652

LOS ANGELES . . . 122 East 7 Street, Los Angeles 14 • VAndyke 9868

Member National Council of Mailing List Brokers



Specialists in
ENVELOPES
and
Outstanding Service

- AIR MAIL
- CATALOG
- MERCHANDISE
- POSTAGE SAVER
- OFFICE SYSTEMS
- PACKING LIST
- EVERY OTHER STYLE
- COIN



THE HOUSE OF ENVELOPES . . . AND ENVELOPE IDEAS!



If you'd like to receive our brisk little publication "THE POSTMARK," you have only to request it. Please use the coupon below.

**GARDEN CITY
ENVELOPE CO.**

3001 N. ROCKWELL ST.
CHICAGO 18, ILLINOIS
Phone COmmittee 7-3600



Garden City Envelope Co., 3001 N. Rockwell,
Chicago 18, Ill.

☐ Please put my name on "THE POSTMARK" mailing list

My Name _____

Company _____

Address _____

DEAR MR. CLIENT

... an agency man writes on direct mail.

by Milton L. Fitch

REPORTER'S NOTE: The accompanying article contains excerpts from an actual letter and presentation, made by President Milton L. Fitch to a new client of Howard-Wesson Company (405 Main St., Worcester 8, Mass.) Changes have been made to delete references to client or product. Many agency men (and advertising managers) have trouble in selling top management on the use of direct mail. Perhaps this outline will give you some ideas for a usable "pitch."

You've asked us why we've recommended a direct mail campaign to you—a new advertiser. The negative assumption is that you don't question the space, catalog, sales help, display, etc. in the budget because they are aimed at definite and tangible markets. In direct mail, the aim is different, the results—more sales—the same.

Advertising, all advertising methods, are simply the tools or weapons of selling. In Space advertising we look to markets. In Direct Mail we look to men. A new salesman in a new territory sees his job first as a series of towns and cities connected by roads and travel, then it becomes plants and products and, needs and services. Finally, comes the day when that vast territory is a series of men connected by ideas.

Space advertising starts with the assumption we don't know the man. He's just a part of the market. Direct Mail starts with the very good assumption we do know the man. Of course, if we really knew him and knew he was ready to buy we'd send our star salesman at a cost of \$5 to \$50 and even then he might not get in. But Uncle Sam with the most dependable delivery service in the world will get our message to him ... and he will read it if our message is right.

This is what I expect Direct Mail to do for you ... supplementing your space advertising.

10 Results of Direct Mail

1. Make some direct sales.
2. Obtain leads for salesmen.
3. Build up weak territories.
4. Reach hard-to-get-to prospects.
5. Test new product reception.
6. Develop and test new markets.

7. Help salesmen and dealers get "in."

8. Aid sales and dealer morale.

9. Sell a specialized product or service.

(In your case, Repair Service—too small for salesmen)

10. Build direct goodwill.

The elements making up a good Direct Mail campaign are many and complex—but the difference is Profit or Loss. Every campaign has to be tailor-made to fit and get the results expected. Which one of the 10 Results above do we want? Of course, you'll get some extra results you're not aiming for directly. Aim for sales and you'll get sales and maybe more in inquiries. Aim to test a new product and sell some old ones—but don't depend on it. Be satisfied if the main result expected pays off.

Designing the mailing package depends on the aim. It *doesn't* usually consist of an envelope, letter, circular and reply card but that is a good point of departure.

The Envelope (Most important—50% of mail normally unread will be if the envelope is right.)

1. Quality—Paper, Printing, Addressing, etc.
2. Message—Intrigue, but don't falsify.
3. Mailing—1st class for First Class Results.

The Letter (Biggest difference between success and failure)

1. Letterhead—Regular company letterhead or specially designed to emphasize product or aim.
2. Process—Depends on aim and economy. More important "What" it says than whether typed or printed.
3. Personalized—3 times better response on action.
4. Copy and theme—must:
 - a. Get attention—"you" approach best.
 - b. Create interest—"How" does it do it?
 - c. Foster desire—"You can" have it, do it.

d. Present proposition—Cost, credit or action needed.

e. Ask for action—How and do it now.

The Circular (causes about 30% variation in replies)

1. Emphasize benefits—supplement letter copy.
2. Describe in detail—show sizes, specifications.
3. Picture uses—Testimonials and lots of pictures.
4. Clinch sale—Portray action desired.

The Reply Card

1. Repeat sales message.
2. Make it clear, concise, urgent.
3. Must be easy to use—now.

Now that we've discussed what a Direct Mail package usually isn't, let us describe what it usually is, for best results. It is an individual mailing to a known individual that seeks some action or reaction. In this interpretation the purchaser, the product, the package and the procedure are in that order of relative importance. The number of purchasers that fall in the same category determines the size of mailing but the purchaser alone determines the methods.

The product influences the package. Dewy fresh Orchids air mailed from Hawaii in one client's package did much better than a letter describing how they could get a free Orchid. Our clients' envelopes with the good tasting gum flap are better attention getters than circulars describing them (we still use circulars, too.) A mystery story about the benefits of a new machine pulled best with just a card—no letter.

Direct mail, Mr. Client, is a most important part of your advertising and I think will prove its worth more quickly than your space even though the latter may do a more efficient long-term pull.

A TOUGH LETTER

All of us in THE REPORTER office took time off to read a tough form letter on the letterhead of the International Economic Research Bureau, 68 William Street, New York 5, N. Y. It was so darn different from the usual crop of wishy-washy sameness. Here's the letter:

Dear Reader:

Don't fall for it—when they tell you, "Buy now! Prices are going higher!" Because prices are headed for one of the worst plunges you've ever seen!

Don't get caught—sinking your cash now into a house, common shares, real estate or

an overloaded inventory. You'll be in trouble if you do!

Of course they want you to buy now. *Of course* they want you to fear that the dollar might sink to 40, 30, or even 10 cents. But you'll be making the bitterest mistake of your life if you get taken-in by such bunk. And you'll miss the chance to get your share of the huge amount of wealth that is going to change hands!

In 1951's hardest-hitting, most sensationally frank book—"LOWER PRICES COMING!"—William J. Baxter shows you why and how the American businessman, consumer and investor have been played for suckers . . . sold a bill of goods in a gambling spree in which the Korean episode is the last throw of the dice. And even more important, Mr. Baxter tells you what to DO about it: how to time your own moves to land on your feet, right side up, when the spree is over.

This new price trend will throw many businessmen and investors for a loop, says Mr. Baxter. Some will still be under the spell of take inflation scares. Others will assume the new trend is just like 1929 (which it isn't)—and they'll play it all wrong. A few will see the situation clearly—and make a killing.

In "LOWER PRICES COMING!" this world-famous authority gives you no economic double-talk . . . but in clear, simple, everyday language he tells you where your business and your investments stand right now. He tells you what steps to take to avoid losses, to safeguard your capital, to get ready for coming opportunities.

One chapter alone—"Don't Be A Sucker!"—can make this book worth hundreds, even

thousands of dollars to you. Here, right on the line, are the reasons why this is the most dangerous period for you to buy securities, real estate, commodities, farm lands. Why the Russian scare is one of history's most appalling bluffs. Why the "earnings" of many of America's biggest companies are sheer hot air. Why a major panic is in the making and who is cooking it up. How to protect yourself with time-tested formulas on rent, accounts receivable, installment sales, taxes. How to manage your funds to make a sound, substantial profit.

How soon will it again be wise to buy homes, common stock, annuities, real estate, cars? What should you do now to be in the strongest possible position—when the big break comes?

This book tells you. If it doesn't wake you up to the greatest opportunity of your business life, your \$1.00 will be refunded at once without question. The coupon on the other side of this letter will bring your copy immediately. On this money-back guarantee—mail the coupon NOW!

Sincerely yours,

(signed) Leo E. Pepin

We'll all have to admit that the letter is well written. It is tough. It stimulates desire and curiosity. Yes . . . we sent a dollar for the book. Haven't had a chance to read it all . . . but parts of it will probably scare the pants off business men. At least it's a book to make you think . . . make you careful. You can draw your own conclusions.

DON'T WRITE BACKWARDS

REPORTER'S NOTE: A short article by Howard Dana Shaw of Philadelphia appeared in the December 15 issue of United States Review. It's worth passing along . . . because it's another way to explain the "cat crossed the street" formula for writing letters (see October 1951 Reporter). Too many letter writers suffer from the disease described by Howard.

Way back yonder when we were learning to read and write, we had a sentence that said *I see a dog*.

It was a good sentence and should be framed on the wall of every letter writer's office. It had a subject first, a verb next, and then a predicate.

Alas, in high school and college, we learned to say *A dog is seen by me*. *The writer sees a dog*. *There is a dog that is seen by me*. *My own eye senses a canine quadruped*. *Do I not see a dog?* and 49 other variations.

But the first sentence was still the best because it was plain and simple. It could be read and understood with the least effort. It was crystal clear.

In the realm of language study, of learning to write so people will understand you and like you and do business with you, nothing is more important than sentence structure. And for most purposes in business writing, the best sentence structure is the simplest.

It is the kind Lincoln wrote. It is the kind nearly all powerful writers train themselves to use. It is the backbone of literature.

Declarative sentences. Active voice. Relative freedom from qualifying parentheses. If you've forgotten what those words mean, let me put it this way: Write in simple straightforward style—subject, verb, predicate. Avoid inversions and intricacies. Don't write backwards.

"It is to introduce the magazine that we have sent out this letter," says a letter writer. Who is doing what? Why not "We send this letter to introduce the magazine"? Most *It* be-

ginnings are examples of upside-down writing.

So are most *There is* sentences.

An insurance writer says: "The introductory message contained herein may be considered as preliminary to an interview."

Use parenthetical phrases only when essential. Put the qualifications in a separate sentence, if you want your reader to grasp the meaning.

Sidestep to which and to whom and use the preposition to end the sentence with. It has always been good style and still is.

If you want somebody to read your letter and do something about it, **SIMPLIFY YOUR SENTENCES**. Subject—verb—object. *I see a dog*.

ROUND ROBIN DIRECT MAIL

Read the following letter from the advertising department of Aetna Life Affiliated Companies, Hartford 15, Connecticut . . . for a brief explanation:

Dear Mr. Hoke:

Here are the elements of a self-contained direct mail operation in which one use of the medium helps to support the other.

1) *A personalized letter*. We mail 15 of these each month. Receive an average of 10 worthwhile ideas.

2) *A monthly bulletin*. We mail 1,500 of these each month. Stimulate the salesmen to send us approximately 40,000 names a month.

3) *A mass-produced letter*. About 40,000 of this type of letter mailed to the names submitted bring in 4,000 replies.

The important feature of this set-up is the 100% increase in the Company's direct mail activity since we started this round robin affair. One hand sure washes the other.

Best regards,

(Signed) Charles R. Choquette
Supervisor, Direct Mail Bureau

The personalized (typewritten) letter described in #1 above is worth reproducing:

Name
Address
City

Dear Mr. Name:

If I hadn't just taken my last aspirin tablet, I'd be sending one along with this letter because I am about to ask you to share my headache.

As you know, we rely entirely upon the experiences of the fieldmen for material for the monthly Direct Mail Bulletin, "CONTACT." Our supply of fresh ideas is very low right now. We need something new.

It may be an unusual experience you've had with Direct Mail—a successful method of approach—a new source of names—any one of several ideas which may have helped you get more profit from your Direct Mail activity. We'd like to hear about it.

It's probably something you can put on paper within the next fifteen minutes, so why not tackle it right now. Write it out in long hand if you don't have a typewriter handy and send it to the Direct Mail Bureau, Home Office.

In return for your courtesy, we'll be happy to credit you with 100 free names for your next month's mailing and I'll throw in an extra aspirin tablet besides.

Best regards,
(signed) C. R. Choquette
Supervisor, Direct Mail Bureau

We won't attempt to reproduce examples of bulletins . . . but they contain plenty of ideas developed from #1 and they plug for new names to be used in #5.

Seems to us it's a nearly perfect setup. Different from Ed Wescott's Rabbit-Habit technique for Bankers Life of Nebraska (September 1951 REPORTER) . . . but it has same objective. Development of new prospects by a systematic, continuous operation.

Study how you can apply this round-robin principle in your business. There are many possibilities.

A FORGIVING LETTER

The New York Times of December 24 . . . carried a human interest story with a Christmas-y touch. Here are the highlights:

Six years ago a woman guest at the hotel, the Breton Hall, Broadway and Eighty-sixth Street, took a towel and a plate from her room as she checked out. A few days ago she wrote the manager, Jerome J. Jacobs, saying that she was "a young convert making

restitutions" and wanted to pay for the pilfered articles. She asked Mr. Jacobs to send her a bill.

The manager replied as follows:

"I am happy to acknowledge receipt of your letter of Dec. 16. Happy because it proves so conclusively that there are people on this earth who are willing to right a wrong if they are given the opportunity. It is particularly fitting that you should choose this time of the year, so close to Christmas, for your decision.

"While I am not of your faith, I know our common spiritual belief will smile approvingly on your act.

"I want you to consider that the towel and plate taken from this hotel are now souvenirs for you if either is still in existence. We consider ourselves well paid by what you have done for yourself."

TECHNICALITY

We were talking about difficult-to-please clients when Nat Glidden, Jr., partner in the firm of Glidden & McCormick, accountants and tax consultants (33 West 42nd Street, Algonquin 54994)—these people are positively brilliant when it comes to saving on taxes legally—they don't know they're getting this plug) . . . when Nat Glidden, Jr. came up with this yarn:

After twenty years of living on a common law arrangement, a Southern couple decided to sanctify their union. At the court house, they were directed to the License Clerk, who filled out their application, which they presented to the Judge upstairs.

"Your name is Johnston?" queried the Jurist.

"No suh—Johnson."

"The Clerk has a 'r' in it—go down and have him correct it."

The Clerk muttered his annoyance, but made the correction. Again Johnston presented his application.

"It says here you live at 214 Olender Street—where's that?"

"Should be Oleander Street, Judge."

"The 'a' is left out of Oleander. Go down and ask the Clerk to fix it."

This time the Clerk was in a huff, but he again made the correction.

Finally the application was in order, and the Judge prepared to give the ceremony.

"You have a son?" the Judge inquired.

"Yes suh."

"You know, of course," stated the Jurist regretfully, "that this ceremony does not legitimize your son?"

"What do that mean, Judge?"

"It means that he will remain a technical bastard."

"Yes suh."

"Don't you mind your son being a technical bastard?"

"No suh—because dat's jest what da Clerk downstairs said you is, Judge."

REPORTER'S NOTE: Clipped from the always lively and controversial "Back Talk," h.m. of ad man Joe Kessingler, 37 Saybrook Place, Newark 2, N. J.

A NUMBER ONE

CHECK

The following letter boosted the spirits of THE REPORTER staff . . . and supplied us with an idea.

This is one letter I've wanted years to write. While employed by another publishing company, I used all my influence to get a copy of your magazine from the higher-ups of the firm after they had finished reading, tearing and writing on your magazine.

I vowed that as soon as I had established my own publishing business (even before I had my letterhead printed), my number one check would go to the number one publication in my estimation.

Enclosed you will find the best investment any publisher, advertising agency, listing service, direct mail company, etc. could possibly make: a subscription check to your magazine.

Please enter my year's subscription with the October issue and send it to me immediately. I believe it is your convention issue and I find it a must for my files.

For very good reasons, we cannot reveal the name of writer, his new company, or his previous connection. But sure enough, the letter arrived on an unprinted 8 1/2" x 11" sheet and enclosed #1 check on a new company bank account.

Skipping the much appreciated "testimonial" . . . the idea is this: we've had similar complaints in the past. The "top-brass" corner each issue of THE REPORTER and won't let the lesser-lights share the knowledge. In one company, with a large direct-mail-minded sales force, the president took his copy home to read in bed. In spite of repeated



Over a quarter of a million dollars in postage, list rentals, lettershop work, printing, was invested in test and Volume Mail Order Campaigns during the past 30 days on **MOSELY MAIL ORDER LIST COUNCIL and SERVICE.**

"Built on Service — Growing on Service." Put your 1952 Mail Order Market Problems up to **MAIL ORDER LIST HEADQUARTERS.**

Dept. R-1-A

New Mail Order
Customers in
Volume

Mosely Selective List Service

38 Newbury Street, Boston 16, Mass. Commonwealth 6-3380

kicks, the salesmen never saw beneath THE REPORTER cover.

THE REPORTER could be a powerful influence in every business organization . . . training all mail-contacting employees to think right about direct mail.

So in this new year . . . plan to share your copies with all the others around you. Route it systematically. If one copy isn't enough, the girls in our circulation department won't mind the added duties of entering additional subscriptions. Many people are hungry for direct mail information. Give it to them. With proper training and consideration they may become big cogs in your business wheel . . . rather than proprietors of their own ventures.

HOW NOT TO MAKE FRIENDS AND BUILD GOODWILL

The following letter was processed on the letterhead of a well-known manufacturer of office equipment. The person who received a copy (and mailed it to us) had never done any business of any kind with the company. We are concealing the names and addresses of sender and receiver (by request).

Gentlemen:

The goodwill of our dealers and friends is the most valued asset Blank O has and that is why I, as President, take this opportunity to write this letter to express my appreciation. Our firm has recently undertaken an important prime defense contract for the manufacture of the Blank for Blankies. This contract is a very sizable one and involves a huge cash outlay on our part for engineering, materials, new equipment, tools, and dies, etc.

If you are not paying your invoices to us promptly, we would certainly appreciate your making a special effort to do so. Your cash will be invaluable to us and help us to speed up the handling of this contract which is so important to our government.

In the past we have always tried to be extremely liberal in granting credit and special terms to our dealers, and certainly hope our dealers will reciprocate by helping us at this time. If you have a past due account and it is not possible for you to pay it in cash, will you please indicate to us if you would be willing to give us monthly non-interest bearing promissory notes.

This is the time when you can help Blank O and we sincerely ask your cooperation.

Kindest regards,

Yours very truly,

BLANK O CORPORATION
(signed)
President

Such a letter is inexcusable. What kind of reasoning could induce the President of an organization with

"branches and distributors throughout the world" to be so thoughtless and undiplomatic? How many of these letters were sent to non-customers (like our correspondent)? And why? Would such a letter induce a non-customer to become a customer? Why shouldn't the president or his credit manager know who pays invoices promptly? It is plain stupidity to mail a form letter to a customer and prospect list saying "If you have a past due account, etc." The President of Blank-O needs a copy of "How To Think About Direct Mail" . . . or perhaps just a course entitled "How To Think Period."

SOLVING A "SITUATION"

An indignant subscriber sent us a form letter which he had received from a certain manufacturer. It caused our blood to boil too. Another nasty attack on direct mail.

Our first impulse was to print the letter and reveal all names and details. But on second thought, decided to get more background information. Here is the letter (without revealing name).

Dear Sirs:

Today we received advertising literature from you in the mail.

TO OUR CUSTOMERS...



WE GOT IN THE NEWS-PAPERS LAST WEEK — AND WAS OUR FACE **RED!**

BUT all we were trying to do was to help out a customer who was late getting his job into our hands but had to meet a deadline!

JUST IN CASE YOU DIDN'T SEE THE STORY IN THE BOSTON POST

Naturally we are sorry we broke the law — we didn't know a permit was needed for such work. Next time you can be sure we'll get such a permit if we are faced with a customer's deadline which can't be met in the regular work week. We won't break the law — but we'll break our necks to get your rush job out on time.



While we are at it, though, we'd like to correct the Post story — — —

1. We were not fined — the case was filed.
2. We are HUB MAIL ADVERTISING SERVICE, INC. not Hub Mailing Service.
3. We are located at 79 Cambridge Street, not at 75 Cambridge Street.
4. Leo is only 40 years old, not 41.
5. There were 19 employees working, not 18.

Otherwise the Post was essentially correct!

FOR RUSH JOBS — FOR TOUGH JOBS

Just pick up your phone and dial the letters

H-U-B M-A-I-L

We'll come a-running to pick up your

PRINTING — MULTIGRAPHING AND MAILING WORK

CAPITALIZING ON CALAMITY—All of us at The Reporter got a great kick from reading the 8½" x 11" two color circular mailed by Hub Advertising Service, Inc., 75 Cambridge Street, Boston. You can read the whole story in the reduced reproduction. Nothing better than a sense of humor in turning calamity into goodwill. Seems screwy that laws should prevent honest people from working when and where they please. That's the trouble with the efforts being made in New York State to prevent women from doing typing at home.

In the interest of informative advertising cooperation and economy both to you and the paper industry, we advise that all advertising matter received through the mail is destroyed upon opening regardless of source and not examined.

Therefore we earnestly request that you remove our name from your list thereby in addition to the above reasons, reducing to that extent the burden on the Post Office Department.

Very truly yours,
(signed by Company Manager)

We induced several friends to mail advertising material to the person who signed the letter. Sure enough . . . same form reply was received, proving that it was a standard practice with the company.

We sent the evidence to our old friend D. Stuart Webb, 306 North Gay St., Baltimore 2, Maryland, since the culprit did business in the Baltimore area. We asked Stuart to inquire at Ad Club and otherwise what might be eating this fellow.

Stuart carried the ball in fine fashion. He and the President of the Baltimore Advertising Club paid a personal call on the letter writer. Approach friendly. It was confessed that there had been some irritation from a deluge of solicitation mail, but when it was developed that this firm itself used trade paper space and "personalized direct mail" . . . the conclusions were obvious.

Before Stuart and Wiley Baxter left an agreement had been reached to scrap the form letters and to "cease and desist." Stuart thinks (and this reporter agrees) that similar cases (which pop up frequently) could be handled in the same way. Instead of publicity and tirade, let's try to do a friendly educational job. In the future, we'll try to operate with a local contact.

The sequel to this story is good, too. The man who was opposed to direct mail now wants to know more about what systematic direct mail can do for his business. And who should he be asking? You guessed it.

MEMO FORM

Wayne S. Bishop, Manager, Sales Promotion, Pacific Mutual Life Insurance Co., 523 West Sixth St., Los Angeles 55, California has a unique 8 1/2" x 11" Memo Form for use when he wants to send a short handwritten note. Titled "Barbs from Bish." The strand from a barbed wire fence at bottom gives it the right touch. Of course, we appreciated the note written for our Barb. The illustration reads:

Just gotta' break down and tell you that we here at PM do get up steam every time THE REPORTER arrives.

A PUZZLE LETTER

John B. (Jack) Fullen continues to do a bang-up direct mail job as Secretary of The Ohio State University Association (Alumni House, Campus, Columbus, Ohio). Jack is an expert on gadget letters. His last had pieces of a jigsaw puzzle attached to top of letterhead. This illustration appeared in left margin.

And here's the clever letter:

Dear Buckeye:
Every year I'm puzzled by the same problem—getting in Alumni dues. This year I think I've solved it in no time. I'll give you a hint. Once you put the puzzle together, you'll have a picture of your campus home—Alumni House. But what is home without the *entire* family?

That's why the message on the *back* of the puzzle is so important. . . . But if you don't like puzzles, just toss the whole business away and send your check for \$4 dues* anyhow. That way you'll continue to be active among the 24,000 Buckeyes comprising the best Alumni group in the nation, and the Monthly will keep on coming to you.

Piecefully yours,
Jack Fullen
John B. Fullen
Alumni Secretary

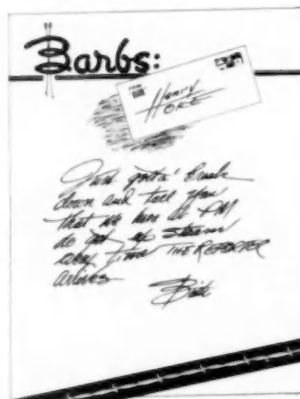
*Joint memberships are \$5.

LOOK-DOWNERS

When the Devil was looking around for a sin that everybody except the very humblest and most saintly would succumb to, he let us feed our ego by "looking down" on people who do not think or do almost exactly as we ourselves think or do.

As the result, buyers look down at salesmen and salesmen look down on buyers.

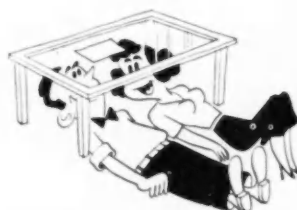
Politicians look down on citizens' committees and almost everybody looks down on politicians.



HOW TO USE:—



PUT PUZZLE TOGETHER ON GLASS-TOPPED TABLE



CRAWL UNDER TABLE—READ IMPORTANT MESSAGE ON BOTTOM AND YOU'LL BE LOOKING UP!

Bridge players look down on canasta players and poker players scorn hearts and rummy addicts.

Ritual-loving churchmen look down on their more emotional brethren and the "old-time religion-ists" see no religion in ritual.

City people look down on country rubes and farmers on city slickers.

Fly fishermen on worm fishermen.

College professors on business men and business men on teachers.

Sophomores on freshmen and everybody on sophomores.

Locomotive engineers on conductors and airplane pilots on engineers.

Medical specialists on general practitioners.

Secretaries on stenographers and stenographers on bosses.

Corporals on privates and all other ranks on second lieutenants.

Neighbor on neighbor.

Color on color.

Nationality on nationality.

The list is endless.

How stupid, how utterly, senselessly, childishly stupid!

There isn't a one who is looked down upon but who can add some richness to the look-downer's life.

Look up if you would grow up.

Only the egoist looks down.

A thousand philosophers have ex-

pressed it in one way or another, distilled down to this: *Every one I meet is in some way my superior.*

All of the above taken from the "Philosopher," always good h.m. of Kalamazoo Vegetable Parchment Company, Parchment, Michigan.

FAREWELL, PENNY POSTCARD . . . OR WHITHER DIRECT MAIL?

Reporter's Note: Only humorous note in the serious mess of increased postage rates . . . was the two page spread in November 1951 issue of *Medical Marketing*, h.m. of Medical Economics, Inc., Rutherford, New Jersey. Editor Richard Kennerly thought we would find it amusing. We did . . . and pass it along for further amusement. You might send it to your Congressman . . . with a needling question as to why you should pay 2c to mail a postal card when a non-profit organization or a union can mail a bulletin 2nd class for as little as 1/10 of one cent each.

Incidentally, *Medical Economics* is a unique house magazine. It is published monthly by a trade magazine as a service to advertisers in the medical field. Although the chief business of the magazine is to sell space advertising . . . a broad-minded management gives advertisers all possible help in direct mail and personal selling ideas. There should be more such broad-mindedness in the advertising profession.

There's a rumor going 'round
That old H.S.T. has found
That the P.O.'s losing money much too fast.
So to stem the red ink tide,
There's a new law to be tried
Making penny postcards relics of the past.

Now there's been a growing trend
Amongst our pharmaceutical friends
To send doctors penny postcards in the mail.
These inform each wise physician,
Office nurse and sage clinician
Why the sender's brand of product will not fail.

Each artistic diatribe
Recommends what to prescribe
For alleviating ailments by the score.
Penny postcards tell the virtues
Of broad spectrums that can't hurt you
And will often make you better than before.

Catchy slogans . . . tricky art . . .
These combined to do their part
Of informing U.S. doctors what was what.
Thus the postcard came to being
As direct mail well worth seeing
For research showed they were seen more oft'
than not.

Now new postal legislation
May well change the situation.
Ad men view this fact with old ambivalence.
For while doubling former prices,
This new law re-versa's the vice
By requiring firms to "put in their two cents."

But whatever change should come,
(Hear those journal space reps hum?)
Whether budgets shift or media realigns,
Ev'ry comp'n's large and small,
Using direct mail at all
Will be saddened when the one-cent card
resigns.

So, farewell, oh penny postcard—
Thirly advertising boast card:

Last lone symbol of an era that has gone.
In our mailbox you've a place
No self-mailer can replace
While the memories of your exploits linger on.

T. UPSTARY FROTHINGWELL

ABOUT BLOTTERS

We liked a promotion piece mailed in December by Reba Martin, Inc., 4201 N. W. 2nd Avenue, Miami 37, Florida. (That's Larry Hoffman and his son Al who deserted New York last year to work and live in the sun.)

Reba Martin, Inc. has specialized for years in colorful hand-tinted postal cards, store placards, etc. for the retail trade. This promotion focuses on monthly blotters (perhaps anticipating decreased use of postal cards). The copy is well written and worth reading:

Most people think blotters are so plentiful that they receive no attention. Millions of blotters are sold annually, but they are still scarce, as you can prove with a little experiment.

Try to find a blotter when you go home tonight. If you do find one, and statistics say you'll find *ONLY* one, it will be a cherished relic of long, hard use. You'll discover that the blotter's owner, "you," will let go of it very reluctantly because of doubt as to when another will be available. You'll find, too, that you will know *who* and *what* that blotter advertises. That's because a

blotter repeats its message every time it is used.

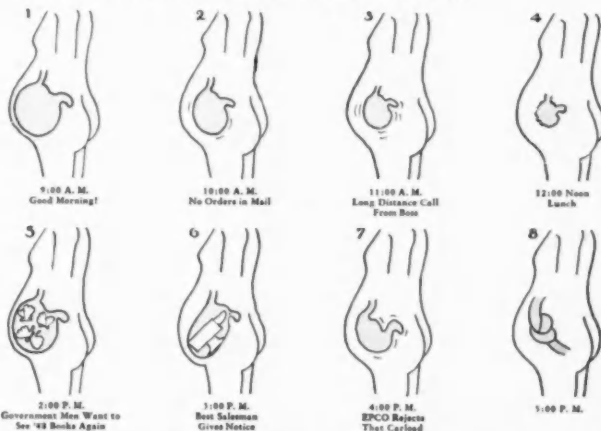
- Summed up, here is the "Blotter Story":
- 80% of all people receive only one blotter per year—average.
 - A blotter is kept because it blots.
 - When it blots and is kept, it will be read.
 - When it is read, the advertiser gets the attention he wants.

Now consider the Reba Martin Monthly Blotter:

- It has a calendar of the month adding 30 reasons for looking at it more often.
- Its "fashion story" pertains to your business.
- The blotter will carry your store name, address and phone number.
- It's exclusively yours and it's received by you each month in ample time for statement enclosures, package inserts, etc.

Then followed price and ordering details. Perhaps many people will turn to blotters and similar enclosures during 1952 and beyond. With increased postal rates . . . mailers may be more particular about getting their money's worth. Did you know that nearly every first class letter mailed (around 24 billion) are short weight? That is, first class postage is 3c per ounce or fraction thereof. Most 3c first class letters carry much less than an ounce. An extra sheet, circular or blotter can be included in every letter without additional postage. Those additional messages (informative, reminder, persuasive or utility) may eventually mean more business, more names, more influence . . . less waste in other mailings. Worth thinking about.

A DAY IN THE LIFE OF A BUSINESS MAN'S STOMACH



For some years **THE REPORTER** has reprinted at intervals, cartoons from the always-good "Standard Time," h.m. of The Standard Envelope Manufacturing Company, 1600 East 30th Street, Cleveland 14, Ohio. Many months ago (February 1951, to be exact), we suggested that Editor Tom Marsh should create a booklet reproducing all of the wonderful cartoons which have appeared since the house magazine was started in 1947. On December 6, we received a letter from Tom telling us that our suggestion had been considered favorably. He enclosed a fresh-off-the-press copy of a 68-page 6 x 9 inch booklet, titled "You Asked For It." Page after page of cartoons and short poems . . . mostly concerning funny business situations. It is a wonderful job. You can get a copy by asking for it on your business letterhead.

CLASSIFIED ADVERTISING

Rates: \$1.00 per line—minimum space 3 lines.
Help and Situation Wanted Ads—50¢ per line
—minimum space 4 lines. Write The Reporter,
53½ Hilton Ave., Garden City, L. I., N. Y.

ADDRESSING

OUR LISTS ARE FREE
Retailers - wholesalers - manufacturers
Banks - churches - institutions
We charge only for addressing
SPEED - ADDRESS KRAUS CO.
48-01 42nd St., Long Island City 4, N. Y.

ADDRESSING . . . TRADE

M. Victor—Addressing for the Trade
Rapid Service Unlimited Quantity
Large Staff of Expert Typists
130 Flatbush Ave., Brooklyn 17, N. Y.
STERLING 9-8003

ADVERTISING AGENCIES

SELL YOUR PRODUCT WITH pulling
mail order, agent ads.
We show you how
Martin Advertising Agency
15P East 40th Street, New York 16, N. Y.

FOR SALE

MAILING LIST AND ELLIOTT EQUIP-
MENT. Approx. 18,000 gift buyers. Must
liquidate. For further information write:
Samuel Panzer, 66 Court St., Brooklyn,
N. Y.

LABELS

De Luxe quality, perforated, gummed
5M to roll, specially manufactured by
patented process for SPEEDAUMAT and
Addressograph machines. Guaranteed
to run perfectly, continuously on any
strip-lister. Try a roll of 5M—\$5.00.
State size preferred. Speed-Address
Kraus Company, 48-01 42 Street, Long
Island City 4, New York

MAILING LISTS

WANTED—Mailing Lists of Firms or
Individuals who have bought Industrial
or Shop Tools by Mail. E. C. Gomes,
714 Trinity, University City 5, Missouri.

MAILING LIST CARDS

Auto-Copy Index Cards 3 x 5. For
copies of mailing lists. Make copies
while addressing envelopes or letters.
No carbons required. Price \$2.00 per
thousand, f.o.b. Rochester, N.Y. The
Stylograph Corporation, 205 West Main.

OFFICE MACHINES

Mailing machines for sale—Bargains
Lightening letter opener L. C. Smith Stencil
cutter Elliot stencil cabinets. Postage
meter machines.

SAVER & WALLINGFORD
143 West Bway, N. Y. C. WO 4-0520

OFFSET CUTOUTS

MOST COMPLETE service in U. S. Now
available—OFFSET SCRAPBOOK \$7.
950 reproduction proofs of promotional
headings, catch words and art panels,
only \$3.00 postpaid. Literature free.
A. A. ARCHBOLD, PUBLISHER, 1209-K
S. Lake St., Los Angeles 6, Calif.

POST CARD BARGAIN

Regular 3½ x 5½ Mailing or Return
Cards, Printed 1 color both sides, only
\$2.08 per M in lots of 250M. College
Press, South Lancaster, Mass.

ONE ADVERTISING MAN TO ANOTHER

George Kinter's Monthly Letter Expressing One Man's Opinion

Cross my heart and hope to die,
Henry, if I am not telling the truth
when I say that the attached was written
early in November, just about the
time you were writing your "Report of
Two Conventions," for your November
issue.

Just why I didn't send it to you, I
can't explain—probably because it
didn't express my opinion as strongly
as I would like to express it, but, a
paragraph in your "Report" prompted
me to dig it out of the mess on my
desk and send it along, as is, as evidence
that I must have been tuned in on your
thought wave.

Here is the paragraph, and I "Amen"
your statement I have italicized:

"Resolutions covering these points were
passed. The flare-up in August and September
1950 was simply a climax of preexisting
issues where a few selfish individual mem-
bers of the DMAA had tried to dictate our
editorial policy . . . either by demanding
publication of certain unworthy information
or by demanding that other articles not be
published. We have constantly refused to
be bullied or intimidated . . . and will stick
to that policy whether the "official" publi-
cation or not."

And here is the piece I wrote with
inherently a P.S. added.

"A man is known by the company
he keeps," is an old saw that may have
some good teeth, but it isn't entirely
dependable. There are some pretty
good eggs mixed in with bad ones and
by the same token you'll find an occa-
sional bad one mixed in with those
labelled strictly fresh and the same
goes for people—you've got to know
people personally before you can label
them.

But saw manufacturers can't be too
analytic—it would cut down produc-
tion. If we were in the saw business
a model we would turn out at the
moment would be catalogued: "A publi-
cation is known by the editorials it
carries." That, to us, would seem like
a saw that would sell but research
would probably reveal that there is a
very small market for it. Could be
that there is a very small percentage of
readers of newspapers, magazines and
other publications read the editorials.

However, we do believe that editor-
ials in trade business and professional

publications are highly important as
they reflect even better than the other
material they carry, the real purpose
of the publications.

A publication in the above category
can be filled with articles that are
helpful to its readers, but it is over-
looking its duty to them if it does not
point out what is hurtful to the trade,
business or profession it serves and that
job can best be done in editorials.

Contributors to such publications
can express their views on debatable
subjects but if those views are con-
trary to those of some of the readers,
they are passed up as being merely
"one man's" opinion.

An editorial is not considered "one
man's opinion." It is the reflection of
the policy of the publication—of what
it stands for in the trade, business or
profession it serves.

This is the reasoning on which we,
in a weak moment, manufactured the
saw: "A publication is known by the
editorials it carries." But what about
publications that carry no editorials?
One of the thickest publications in the
advertising field has apparently dropped
that part of its load—at least the last
three issues have been devoid of any
editorial comment—and could be that
it will become more favorably known
by the bulk of its readers, than it was
when it carried editorials carefully de-
signed not to offend that "bulk" to
which it caters—those in the advertis-
ing field who dream up a large per-
centage of the kind of advertising that
rates editorial criticism.

Maybe that publication has cooked
up a saw patterned somewhat after the
biblical warning: "You can't serve God
and mammon."

P. S. The "thick" magazine referred
to apparently discarded its editorials
during the summer months—they are
back as weak and wishy-washy as ever.

LISTS

build bigger business

Industrial List Bureau

45 Astor Place, New York 3, N.Y.

DIRECT MAIL DIRECTORY

LISTINGS ONE LINE PER ISSUE. \$10.00 PER YEAR

ADDRESSING

Archer Business Service.....5054½ Archer Ave., Chicago 32, Ill.
Clear Cut Duplicating Co., Inc.....120 Greenwich St., New York 6, N.Y.
Creative Mailing Service, Inc.....460 N. Main St., Freeport, N.Y.
Fair Mail Service.....117 Cleveland Ave., Plainfield, N.J.

ADDRESSING — TRADE

Shapins Typing Service.....65-11 Roosevelt Ave., Woodside, N.Y.
M. Victor.....130 Plathurst Ave., Brooklyn 17, N.Y.

ADVERTISING AGENCY

Martin Advertising Agency.....15PA East 40th St., New York 14, N.Y.

ADVERTISING AGENCY PERSONNEL DIRECTORY

McGraw-Hill Pub. Co., Inc., Sales Service, 220 W. 42nd St., N.Y. 18, N.Y.

ADVERTISING ART

John Guthrie.....1345 Green Court, NW, Washington 3, D.C.
Raymond Lufkin.....116 West Clinton Ave., Tenafla, N.J.
Trapius Art Studio.....349 Tenth St., Moline, Illinois

AUTOMATIC TYPEWRITERS

Amer. Automatic Typewriter Co., 610 N. Carpenter St., Chicago 22, Ill.
Robotyp Corporation.....125 Allen Street, Hendersonville, No. Car.

AUTOMATIC TYPEWRITING

Ambassador Letter Service Co., 11 Stone St., New York 4, N.Y.
Arrow Letters Corp.....307 West 58th St., New York 18, N.Y.
Dorothy H. Pollard.....417½ E. Capitol St., Jackson, Miss.

BOOKS

Horan Engraving Company.....41 West 28th St., New York 1, N.Y.
Carl V. Torrey Company.....Melrose 76, Mass.

COLLATING MACHINE

Evans Specialty Co., Inc.....407 S. Main St., Richmond 26, Va.
Thomas Mechanical Collator.....39 Church Street, New York, N.Y.

COMPUTER (Free Lance)

Leo P. Bott, Jr.....64 E. Jackson Blvd., Chicago 4, Ill.
James Henderson.....Sherwood, Ohio
Owley E. Reed.....First National Bank Bldg., Howell, Michigan
Hal G. Vermeir.....15 Washington Place, New York 3, N.Y.
John Yeargan.....442 East 20th St., New York 9, N.Y.

DIRECT MAIL AGENCIES

Homer J. Buckley.....57 East Jackson Blvd., Chicago 4, Ill.
Chase & Richardson, Inc.....9 East 45th St., New York 17, N.Y.
Dickie-Raymond, Inc.....80 Broad Street, Boston 10, Mass.
Duffy & Fabry, Inc.....633 No. Water St., Milwaukee 2, Wis.
Lee Letter Service.....29 East 20th St., New York 3, N.Y.
Mailgraph Co., Inc.....39 Water Street, New York 4, N.Y.
Reply-O Products Company.....150 West 22nd St., New York 11, N.Y.
John A. Smith & Staff.....11 Beacon St., Boston 8, Mass.
Carl G. Vinet, Inc.....134 Summer St., Boston 19, Mass.
Phillip J. Walsh Company.....229 Fifth Ave., New York 1, N.Y.

DIRECT MAIL EQUIPMENT

The Adamson Company.....250 Third Avenue, New York 10, N.Y.
Addressing Machine & Equipment Co., 325 Broadway, New York 7, N.Y.

ELLIOTT STENCIL CUTTING

Clear Cut Duplicating Co., Inc.....120 Greenwich St., New York 6, N.Y.

ENVELOPES

The American Paper Products Co., East Liverpool, Ohio
Atlanta Envelope Company.....Post Office Box 1267, Atlanta 1, Ga.
Boston Envelope Co., Inc.....397 High St., Dedham, Mass.
Cupples Hesse Corp., 4175 N. Kingshighway Blvd., St. Louis 18, Mo.
Samuel Cupples Envelope Co., Inc., 350 Fairman St., Brooklyn 2, N.Y.
Direct Mail Envelope Co., Inc., 15 West 20th St., New York 11, N.Y.
Garden City Envelope Co., 3001 North Rockwell St., Chicago 18, Ill.
General Envelope Company.....23 South St., Box 654, Boston 2, Mass.
The Gray Envelope Mfg. Co., Inc., 55-32nd St., Brooklyn 32, N.Y.
McGill Paper Products, Inc., 501 Park Ave., Minneapolis 15, Minn.
Massachusetts Envelope Co., 641-643 Atlantic Ave., Boston 10, Mass.
Shepard Envelope Co., One Envelope Terrace, Worcester 4, Mass.
The Standard Envelope Mfg. Co., 1600 East 30th St., Cleveland 14, Ohio
Tension Envelope Corporation.....322 Fifth Avenue, New York 26, N.Y.
Tension Envelope Corporation, 1914 & Campbell Sts., Kansas City 8, Mo.
Tension Envelope Corporation, 5001 Southwest Ave., St. Louis 10, Mo.
Tension Envelope Corporation, 123-129 N. Second, Minneapolis 1, Minn.
Tension Envelope Corporation.....1912 Grand Ave., Des Moines 14, Iowa
United States Envelope Company.....Springfield 2, Mass.
The Wolf Envelope Company.....179-81 E. 22nd St., Cleveland 4, Ohio

ENVELOPE SPECIALTIES

Curtis 1000, Inc.....380 Capitol Ave., Hartford 6, Conn.
Garden City Envelope Co., 3001 North Rockwell St., Chicago 18, Ill.
The Sawdon Company, Inc., 480 Lexington Ave., New York 17, N.Y.
Tension Envelope Corporation, 1914 & Campbell Sts., Kansas City 8, Mo.

HOUSE ORGANS

The William Feather Co., 812 Huron Road, Cleveland 15, Ohio

IMPRINTERS — SALES LITERATURE

L. P. MacAdams, Inc., 301 John St., Bridgeport, Conn.

LABEL PASTERS

Potdevin Machine Company.....1281-28th St., Brooklyn 18, N.Y.

LABELS

Penny Label Company.....9 Murray St., New York 7, N.Y.

LETTER GADGETS

Hewig Company.....45 West 44th St., New York 19, N.Y.

LETTERHEADS

Peerless Lithographing Company.....4305 Diversity Ave., Chicago 39, Ill.

MAIL ADDRESSING STICKERS

Eureka Specialty Printing Co., 3600 Beranton, Pennsylvania

MAIL ADVERTISING SERVICES (Lettershops)

Benart Mail Sales Service, Inc., 228 East 45th St., New York 17, N.Y.
Broosier Mail Service Company.....17 East 42nd St., New York, N.Y.
Century Letter Co., Inc., 45 East 21st St., New York 10, N.Y.
Cold Advertising Service.....607 East Van Buren, Phoenix, Ariz.

A. W. Dicks & Co., 256 Victoria St., Toronto 2, Ont., Can.
Fair Mail Service.....417 Cleveland Ave., Plainfield, N.J.
The Letter Shop.....214 Mission St., San Francisco 5, Calif.
Long Island Letter Service.....212 Front Street, Mineola, N.Y.
Mailgraph Co., Inc., 39 Water St., New York 4, N.Y.
Lee Letter Service.....20 East 20th St., New York 3, N.Y.
Mailways.....200 Adelaide St., West, Toronto 1, Ont., Canada
The Rylander Company.....19 S. Wells St., Chicago 4, Ill.
Waddington Mail Adv. Service.....1304 Arch St., Philadelphia 7, Pa.

MAILING LISTS — Brokers

*Archer Mailing List Service.....140 West 55th St., New York 22, N.Y.
*George R. Bryant Co., Inc., 595 Madison Ave., New York 22, N.Y.
*H. R. Special List Bureau.....80 Broad St., Boston 10, Mass.
*Walter Drey, Inc., 355 Fourth Ave., New York 10, N.Y.
*Guild Company.....160 Enale Street, Englewood, New Jersey
*Willa Madsen, Inc., 215 Fourth Ave., New York 3, N.Y.
*Mailing Incorporated.....25 West 45th St., New York 19, N.Y.
*Moore Selective List Service.....28 Newbury St., Boston 16, Mass.
*Names Unlimited, Inc., 252 Fourth Ave., New York 10, N.Y.
*D. L. Narwick.....932 Broadway, New York 10, N.Y.
*James E. True Associates.....419 4th Ave., New York 16, N.Y.

*Members — National Council of Mailing List Brokers

MAILING LISTS — Compilers & Owners

Allied Agencies.....527 State Street, Knoxville, Tenn.
Associated Publicity Service.....181½ Sixteenth St., Port Huron, Mich.
Automobile Blue Book S. Walsh Ave., Chicago 5, Ill.
Bookbuyers Lists, Inc., 263 Broadway, New York 13, N.Y.
Boyd's City Dispatch, Inc., 114-120 East 21st St., New York 10, N.Y.
Bread Mailing Service, Inc., 460 N. Main St., Freeport, N.Y.
Dunhill List Company, Inc., 385 Fifth Ave., New York 17, N.Y.
Fisher-Stevens Service, Inc., 345 Hudson St., New York 14, N.Y.
David Gross Associates.....818 Howard Ave., Brooklyn, N.Y.
Industrial List Bureau.....45 Astor Place, New York 17, N.Y.
Investors Listing Co., 45 West 47th St., New York 19, N.Y.
Jewish Statistical Bureau.....320 Broadway, New York 7, N.Y.
Market Compilation Bureau, 3123 Las Vegas Drive, Hollywood 28, Calif.
J. R. Monty's Turf Fan Lists, 201 East 46th St., New York 17, N.Y.
Moore Associates.....Rahmon Park, Mass.
Official Catholic Directory Lists.....12 Barclay St., New York 8, N.Y.
W. S. Ponton, Inc., 58 East 42nd St., New York 17, N.Y.
R. L. Washburn.....323 Las Vegas Drive, Hollywood 28, Calif.
Carl V. Torrey Co., Melrose 76, Mass.

MATCHED STATIONERY

Tension Envelope Corporation, 1914 & Campbell Sts., Kansas City 8, Mo.

MESSANGER SERVICE

Airline Delivery Service.....66 East 42nd St., New York 17, N.Y.

METERED MAIL EQUIPMENT

Pitney-Bowes, Inc., Stamford, Conn.

MULTIGRAPH SUPPLIES

Chicago Ink Ribbon Company.....19 So. Wells St., Chicago 6, Ill.

OFFSET PRINTING

Hughman Reproduction Service, 250 East 43rd St., New York 17, N.Y.
The Litho Studio, Inc., 49 East 1st Street, New York 2, N.Y.
McCormick-Armstrong Co., Inc., 1501 East Douglas, Wichita 1, Kan.

PAPER MANUFACTURERS

American Writing Paper Corp., Holyoke, Mass.
Fox River Corporation.....Appleton, Wisconsin
W. C. Hamilton & Sons.....Milton, Penna.
Hammermill Paper Company.....Erie, Pennsylvania
International Paper Company.....220 East 42nd St., New York 17, N.Y.
Kimberly-Clark Corp., Neenah, Wisconsin
Mead Sales Company.....819 Public Ledger Bldg., Philadelphia 4, Pa.
Neenah Paper Company.....Neenah, Wisconsin
Rising Paper Company.....Housatonic, Massachusetts

PHOTO ENGRAVERS

Pioneer-Moss, Inc., 460 West 34th St., New York 1, N.Y.

PHOTOGRAPHS

Mass Photo Service, Inc., 155 West 46th St., New York 19, N.Y.
Washington Commercial Co., 1200-15th St., N.W., Washington 5, D.C.

PLATES & STENCILS

Columbia Ribbon & Carb. Mfg. Co., Inc., Herb Hill Road, Glen Cove, N.Y.
Remington Rand, Inc., 2 Main St., Bridgeport 1, Conn.

PRINTERS & LITHOGRAPHERS

Brooklyn Press.....355 Adams St., Brooklyn 1, New York
College Press.....South Lancaster, Mass.
The House of David.....26 Irving Place, New York 3, N.Y.
McKercher-Appelton Co., Inc., 1501 East Douglas, Wichita 1, Kan.
Paradise Printers and Publishers.....Paradise, Pa.
Richmond Press.....23 South St., Box 654, Boston 2, Mass.
Stecher-Trause Litho. Corp., 274 N. Goodman St., Rochester 7, N.Y.

PRINTING EQUIPMENT

Davidson Corp.....1648 West Adams St., Chicago 7, Ill.
Harris Seybold Company.....4514 East 71st St., Cleveland 5, Ohio

STAPLING MACHINE

Stapler Company.....68-72 Jay St., Brooklyn, N.Y.

STENCIL CUTTING & ADDRESSING

Creative Mailing Service, Inc., 460 N. Main St., Freeport, N.Y.

SYNICATED HOME MAGAZINES

Publications Digest.....120 West 42nd St., New York 18, N.Y.

TYERS

National Bundle Tyer Company.....Blissfield, Michigan

TYPE FACES

American Type Founders Sales Corp., Elizabeth, New Jersey

TYPEWRITERS

Remington Rand, Inc., 315 Fourth Avenue, New York 10, N.Y.

VITAMINS AND MINERALS

The Sommer & Son Co., P. O. Box 328, Mt. Vernon, N.Y.

SHORT NOTES DEPARTMENT

(Continued from page 11)

Autocar's 50 factory branches. Campaign is handled by Gray & Rogers of Philadelphia.

◆ **BEAUTY AND THE BEST** is the intriguing title of a beautiful 4-page folder issued by Remington Rand, Inc., 315 Fourth Avenue, New York 10, N. Y. It was directed to secretaries, stenographers and typists . . . describing the Remington all-electric typewriter. It offered each recipient a free copy of a new booklet, "How To Be A Super Secretary." Both folder and booklet are worth getting for your idea file. Another R-R catalogue worth having in these cost-conscious days is "Office Manual of Filing Systems and Supplies."

◆ **FROG HOLLOW ALMANACK** is the name of a monthly series of 6 1/4 by 9 1/2 inch take-away sheets developed for the Wayside Country Store, Post Road, South Sudbury, Massachusetts by the Davis Press, Inc., 44 Portland Street, Worcester 8, Massachusetts. Write to the Davis Press and ask them to send you some samples. Country stores are getting to be big business. These Almanack sheets used by the Wayside Store are attracting attention. One side carries typical Almanack information in old style typography. Other side of sheet describes and illustrates unusual offers. Customers are carrying them home by the thousands each month. Have increased both mail order volume and sales at the store. Excellent direct advertising.

◆ **IF ECONOMY WILL BE** your watchword in 1952, but if you want to maintain high quality in your direct mail pieces . . . be sure to write for and save a new folder just issued by the Dayco M-C Division, Dayton Rubber Company, Dayton 1, Ohio. The title: "How You Can Buy More Color For The Same Money." It describes a method of color printing (by split ink fountains) now available from many printers, but relatively unknown to users of printing. System can be used to save money or add colors while printing booklets, broadsides, catalogs, labels, letterheads, posters . . . almost all kinds of printing. Folder itself is a brilliant demonstration of the method. Contains 36 variations of colors which were printed by running the sheets through a Harris 2-color press just twice. Describes the whole process step by

step. Unique presentation was prepared by Yeck and Yeck of Dayton.

◆ **A CUT-OUT SANTA CLAUS**, 6 1/2 inches in height, was attached to a letter mailed late in November by the Ninth Federal Savings & Loan Association, 1457 Broadway, New York 36, N. Y. It was a real attention-getter for a message which started: "A Very Merry 1952 Christmas To You and Yours." with the pitch directed toward the benefits derived from opening a Christmas Club Savings Account for next year.

◆ **INFORMATION WANTED!** The Reporter would like to publish each month the advance dates and details about scheduled local direct mail meetings . . . so that readers in the areas involved can plan to attend such gatherings. With the exception of the New York Hundred Million Club, the Philadelphia and Chicago Direct Mail Clubs . . . it has been difficult to get the information. We usually hear from local contacts after the meeting has been held. So if any of you are on a local direct mail committee . . . send us all possible information about dates of meetings. Do it early.

◆ **A VALUABLE BOOKLET** has been issued by the State Street Trust Company, State & Congress Streets, Boston, Massachusetts. Write to Vice President Ralph M. Eastman and get a copy. Ralph's work stands at the top in the financial field. The new booklet is titled: "The Affairs of _____." With a subhead: "If anything should happen—here is a record of whom to see and where to look." The 4 by 8 inch, 20-page booklet is intended for businessmen who want their affairs and family protected in case of sudden death. Every possible question which might be asked by those left behind should be filled in on the lines provided. It is a wonderful job and should have widespread distribution.

◆ **MOST GLAMOROUS** end-of-the-year mailing was sent to us by Charles S. Downs, vice president in charge of advertising of Abbott Laboratories, North Chicago, Illinois. The 1951 special Christmas edition of the constant prize-winning house magazine, "What's New." It's practically undecipherable. Fifty-eight gorgeous pages in a 9 3/4 by 12 1/2 inch book. Art work is "out of this world." Combination of letterpress and offset. All packed in a Christmas-y cardboard box. Copies of the edition

were mailed to every physician and intern in the United States. No wonder new DMAA Director Charlie Downs had such a self-satisfied expression at the Milwaukee Convention . . . when he had this masterpiece "cooking under his hat."

◆ **THE DEATH** of Senator Capper brought memories to this reporter. First member of Congress we met. Always kindly. He was an ardent direct mail enthusiast, which may be reason why the new generation at Capper Publications are so professionally expert in direct mail technique. Back in Postage and The Mailbag days one of our most precise jobs was to change Senator Capper's stencil so that he would get his magazine regularly either at Washington or at his other addresses. And he kicked if it didn't arrive promptly. Wish we had more legislators in Washington who respected and appreciated direct mail potentials and problems. If so, the Post Office would not be in such a hell of a mess.

◆ **WIND-UP NOTES:** Nothing So Dismal as a special Christmas offer received a week after the carols have been sung. On December 31, 1951 this reporter received such a mailing from a Wisconsin rail order house . . . offering just the right items for a troublesome Christmas gift list. Maybe we are supposed to file it for Christmas 1952. Many Christmas gift offers are mailed too late . . . even though the pieces arrive before the holidays. Many folks make up their minds months ahead. Plan your mailings early next year. ¶ The Dollar Volume of direct mail advertising used by American business during the first eleven months of 1951 was \$976,124,928 . . . a gain of 14 1/2% over 1950. The November 1951 score was \$97,370,182. Next month, when reporting December total, we'll bring you up to date by listing amounts for each month compared with previous year. ¶ Walter Drey of Walter Drey, Inc. has been elected president of the National Council of Mailing List Brokers. Arthur M. Karl of Names Unlimited, Inc. is vice president; Helen Tarbox of George Bryant Company is treasurer; and Willa Madden of Willa Madden, Inc. is secretary. ¶ Enjoyed making an analysis of all the Christmas greetings received. The statistics may be worthless . . . but here they are: 65% were stock cards or folders supplied by greeting card manufacturers. Some extremely beautiful. 7 1/2% of our Christmas mail was composed of individually-created form letters on special letterheads. Hand-tailored, personally designed cards, folders, booklets jumped this year to 27 1/2%. Many outstanding. All were appreciated even though we didn't have time to acknowledge every one.

They must think I'm a mindreader!...

HOW DO THEY EXPECT
ANYONE TO READ
MAILINGS AS BLURRY AS THIS?

Are you satisfied that your mimeographed mailings are clear, sharp, easy-to-read?

Your prospects won't bother to read through them if they're blurry, fuzzy, messy—as so many bulletins are.

Hammermill Mimeo-Bond produces more than 5,000 clear, legible copies from a single stencil, when you want that many.

And this paper comes in white and six distinctive colors. You can put your message on a "characteristic" color that will be identified at once as coming from you.

We'd like to send you—free—the 100-sheet trial packet of Hammermill Mimeo-Bond. Test it for yourself. Compare it with the paper you now use. With the packet we'll include the Hammermill idea-book, "Better Stencil Copies," that tells you how to get better results from your stencil duplicating equipment.

Just send the coupon now...test Hammermill Mimeo-Bond for yourself



You can obtain business printing on Hammermill papers wherever you see this shield on a printer's shop window. Let it be your assurance of quality printing.

HAMMERMILL MIMEO-BOND

HAMMERMILL MIMEOGRAPH PAPER



LOOK FOR THE WATERMARK...IT IS

HAMMERMILL'S WORD OF HONOR TO THE PUBLIC

Hammermill Paper Company,
1621 East Lake Road, Erie, Pennsylvania

Please send me—FREE—the 100-sheet packet of Hammermill Mimeo-Bond and a copy of "Better Stencil Copies."

Name _____

Position _____

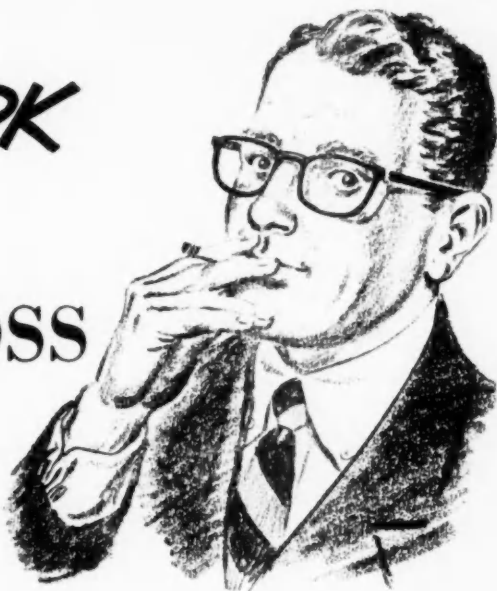
(Please attach to or write on your business letterhead)

TH-1A

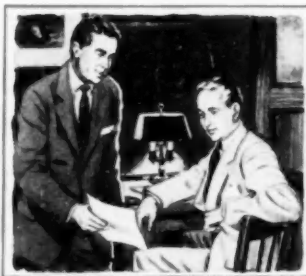


TEAMWORK PLUS HUDSON GLOSS

... make the big difference in printing, says the Advertising Manager. "As an advertising manager I know the value of cooperation. I depend on experts... from the drawing board right through the press. When each phase is handled by skilled specialists, the results are always best. For instance, here are the experts I depend on for really fine reproduction."



THE PRINTER ... he calls on me, looks over the layouts and makes recommendations for the finished art. He's a printing specialist ... that's why he leaves the engraving problems to another expert.



THE ENGRAVER ... he has the job explained to him by the printer who describes the paper we expect to use and discusses the inks needed.



THE INK MAN ... this highly trained member of the team performs like a prescription chemist ... recommends and compounds inks in precise colors and qualities ... helps the printer duplicate the original art work.

HUDSON GLOSS...the *PLUS* paper... makes good work so much better. Depend on it for clean, sharp, 120-line halftones and fine color affinity. Hudson Gloss is versatile too ... use it for your next recipe booklet, house organ, broadside, advertising literature, etc. ... on either flatbed or rotary letterpress. International Paper Company, 220 E. 42 Street, New York 17.

Teamwork
Pays Off!



International Paper COMPANY
BOOK AND BOND DIVISION